



## Marketing Marvels

How do you make a difference in today's competitive environment? Find the answers in this month's edition of **Marketing Marvels**. Our goal is to offer business insight and value, show you what's working now and share effective marketing techniques you can leverage in your business right away.

### Business Insight--Evaluating Creative:

Creative evaluation is often a subjective matter. Questions and concerns with regard to whether or not the work is aesthetically pleasing may completely miss the mark if they are not coupled with deeper questions to determine "Will it do the job it is intended to do?" Consider the following questions when evaluating your next creative initiative for effective work that will deliver results.

- 1) **Objective.** Does the creative achieve the set marketing objective?
- 2) **Target.** Does the creative speak to your target audience? (Not necessarily who's evaluating it...)
- 3) **Message Consistency.** Is the creative message consistent with the overall brand strategy?
- 4) **Look Consistency.** Is the look and feel integrated with your other marketing materials?
- 5) **Differentiation.** Does the creative differentiate your brand from your competition?
- 6) **Testing.** Has the creative been tested with the target? (Note, they may like it--even if you don't.)
- 7) **Measuring.** How will the results of the creative be measured?
- 8) **Tracking.** Are there mechanisms in place to track the results?
- 9) **Optimization.** Can the creative be modified to optimize results and increase ROI?
- 10) **Simplicity.** No matter how great your creative, the message should resonate with your target instantly.

### Client Success Story--Achieving Results:

**Client:** Nikon

**Challenges:** This client had the following challenges: Generate awareness of the "Coolpix" brand line, develop a sweepstakes to capture leads for future relationship marketing efforts and create repeat traffic to the website.

**Approach:** A creative firm in our network created advertising to reflect new product image. They combined interactive advertising with back-end technology to capture leads; created a strong direct response "act now" messaging; created call to action banner on the main site and developed and sent an HTML email ad.

**Results:** Over 1,000 leads per day were generated during the 14-day sweepstakes campaign.

### What's New & Effective:

**Custom Book Publishing:** Leading marketers are turning to books as a unique and enduring medium to deliver messages in a way that communicates value and brand relevance. Create your own or let our custom book publishing service provider search through over six million books in print





to find the right marketing message to reach your audience. Customization options are unlimited, including the addition of your logo and special message; add or remove content; redesign and resize to fit your needs. Realize the benefits of publicity, credibility, permanence and cost-effectiveness. Client successes include Nestle, Pfizer and John Deere.

**Interested in meeting these firms or other ones? Call the MarketingDeptNYC today!**

### **About the MarketingDeptNYC**

Today's economic realities call for smarter, more streamlined and more cost-efficient ways to get work done. The MarketingDeptNYC represents an exclusive network of small, affordable, best-in-class marketing firms to handle some or all of your marketing needs--better, faster and for less. We provide free needs analysis, and like marketing matchmakers, we leverage our long list of connections and relationships to successfully pair businesses with the best provider to meet specific needs, within the means of virtually any budget. Introductions to pre-screened, qualified, boutique companies are absolutely free of charge. Pay only for the cost of their services, at rates well below those of the agencies. Our services are free to you because we are compensated by the providers in our network. Our breadth of services includes:

- Marketing strategy, planning and development
  - Creative development (all mediums: websites, multimedia, print, television, radio, direct mail, trade show support)
  - Media planning and buying (all mediums)
  - Public relations
  - Customer Relationship Management (call centers and fulfillment)
- and more.

Visit [www.marketingdeptnyc.com](http://www.marketingdeptnyc.com) for more information.

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Best Regards,

Michele Harris  
President & Chief Matchmaker

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