

Monthly Musings



courtesy of Fletcher Consulting

500 Grapevine Hwy. • Suite 362
Hurst, TX 76054
(817) 205-2334 • Fax (817) 796-2087
Email: john@thefletch.org

Get **Linked in** with John at:
www.linkedin.com/in/johnfletcherpr
Read John's blog on
www.thefletch.org

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SMART LEGACY:

George Marti inspired us all

Would you consider your life complete if the product you manufacture became the generic term for your entire industry, just like Kleenex, Coke and Xerox?

Would you consider your life complete if you received Lifetime Achievement Awards and your product was on display in the **Smithsonian Museum**?

Would you consider your life complete if you served as Mayor of your town, turned around the city's financial footing and attracted new industries and a local college campus?

Would you consider your life complete if...

Or would it be *more* complete if you had established a college scholarship fund that has now sent **over 500 students** from your home county to earn both undergraduate and graduate degrees at such universities as TCU, Baylor, the University of Texas, Texas A&M, Texas Tech and several community colleges?

You are reading just some of the achievements of my late friend and mentor George Marti, who passed away a week ago at age 95. He was a broadcasting legend, establishing radio communication stations throughout the Pacific as a Marine during World War II.

We spend the first half of our lives striving and the second...

When he returned home, he entered the radio profession at Fort Worth's KFJZ and then put KCLE Radio on the air in Cleburne.

The author Bob Buford reminds us of George Marti's purpose in life. Buford penned a book called *Halftime*, in which he writes that we spend the first half of our lives striving and the second half creating a legacy of significance.

"It's only fair that I return in some way what they have done for me."

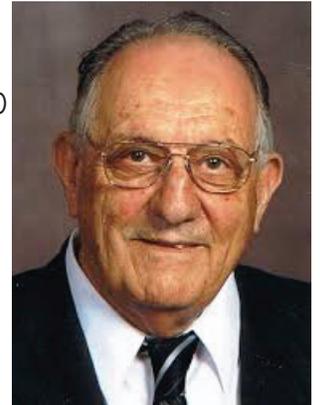
This may not be an actual marketing lesson, but in some way it is – because George created the scholarship program as a way to say "Thank you."

In his words, the people of Johnson County (Cleburne is the county seat) bought the products from the advertisers on his radio station, KCLE. "The public's response to my advertisers allowed my family and me to enjoy a good living. It's only fair that I return in some way what they have done for me."

The Marti Foundation has helped send over 500 students from Johnson County to college. This year's total is 226 students with a total of \$678,000 in tuition fees.

George Marti has inspired me for years as a friend and mentor. He truly felt that he would never pay back to him community what it had done for him.

Life would be grander if more people thought like him.



SMART GENEROSITY:

Now THAT's Dalworth Clean!

Dalworth Clean is teaching you and me a lesson on how to respond to a dire community need and reveal the spirit within the company.

On October 2, WFAA/News8 carried a story about a 12-year-old girl named Kelly Maynard from Plano who had Stage 4 Neuroblastoma. She had undergone several rounds of chemotherapy and was preparing for a stem cell transplant in early November at Cook Children's Hospital in Fort Worth.

Doctors advised her parents that Kelly's immune system would be extremely weak, so her parents, David and Sarah, began researching how to make the return home as close to hospital-clean as possible.

They were told that anything that can hold any dust, mold or fungus had to be removed. Googling all over the Internet, there was no solution for creating an immaculately clean home.

That night, an employee at Dalworth Clean saw the story. She mentioned it to her boss, Communications Director Dan Fitzgerald, the next day. He said, "This is exactly what we do, and we can clean to the specs the doctors have given."

He contacted David Maynard and said Dalworth would clean the entire home



for absolutely no charge to ensure Kelly could return to a pristine home.

His definition of "clean" goes far beyond what you and I would imagine: Disinfecting every surface from carpet and hard floors to walls, ceilings, drapes, upholstery, counters, mirrors, door knobs and windows. Oh yes, and the air-conditioning ducts.

Then came the SteraMist treatment that even cleaned the air that Kelly and her family would breathe.

At the same time, a group calling themselves "Kelly's Crusaders" raised \$30,000 to help the family completely renovate Kelly's bathroom and change out HVAC ducts.

Despite the money being available, Dalworth still did not charge for any services, so all the money from Kelly's Crusaders could fund improvements to make the home safer for Kelly's return.

Kelly returned home on a recent evening to a cheering chorus of family, friends and Kelly's Crusaders – her first time home in over a month.

News8 was there to cover her return with the rest of Kelly's story. That feature ran on [last Thursday's 10:00 p.m. newscast](#) and I was honored to be there for the actual on-camera interview.

Full disclosure: Dalworth Clean is a client of mine, and I am proud to work with someone that has such a big heart that they would give several thousand dollars worth of services to help a total stranger in need.

Recognizing opportunities to serve and then committing to making a difference with your own product or service, reveals the heart of a company. To all the companies in Fort Worth-Dallas like Dalworth who have given so generously – not just at Christmas, but throughout the year – I say a heartfelt "Thank you" for making a difference in the lives of others.

[Click here to view this video](#) that will touch your heart.

SMART PROMOTION:

Butterfinger/Super Bowl return

Butterfinger candy has earned the most clever stunt competition for announcing its return to advertising in the upcoming Super Bowl 50.

Using the Periscope app, the brand filmed a skydiver landing beyond a Butterfinger banner and a box of Butterfinger candy



bars. Once on the ground, he walked toward the camera to announce Butterfinger will advertise in the big game.

The skydiver mentioned, "Check out my adventure from leap to landing on [YouTube.com/Butterfinger](https://www.youtube.com/Butterfinger), and prepare yourself for a whole new world that's [#bolderthanbold](#)."

THE Tiebreaker

Star Wars raises bar on hype & promotion

Just when I think the marketers behind "Star Wars: The Force Awakens" have reached the zenith of promotion, they astound me once again.

While the norm used to be the occasional cereal box and prizes plus Lego set tie-ins, this is a whole new level of promotion.

Internet companies Spotify and Google have created "[Which character are you?](#)" and "[Awaken the Force Within](#)" – each an interactive experience that promotes today's technology.

Covergirl is offering different collections of [Star Wars-themed makeup](#) including "Stormtrooper," "Jedi," and "Droid." Just what every girl wants.

One of the oddest is Nestle' Coffee-Mate, which invites you to collect [the full limited edition of five flavors](#).



Facebook found its way into the action. If you "Like" the official "Star Wars" page, Facebook will [drop a laser sword](#) in your profile picture's hands for up to a week.

Kay Jewelers created its [Charmed Memories Star Wars Collection](#) that invites you to "embrace the power of the dark side" or "align yourself with the light side."

Verizon dedicated an entire channel on FiOS to the [live stream from the red carpet world premiere](#) event in Los Angeles on Monday night.

Dodge partnered with Uber on September 4 in [Stormtrooper-wrapped Chargers](#) in Manhattan and all riders received a special Stormtrooper-wrapped Hot Wheels car from Mattel.

And of all brands... CROCS are coming back to relevancy. Yes, Crocs, with "[Star Wars](#)"-themed shoes.

Brilliant marketing at this level should inspire us to do whatever we can to improve our visibility and promotion for our own companies. *May the Force be with you... and your marketing plans for 2016.*

Have a Merry Christmas!

