

Monthly Musings



courtesy of Fletcher Consulting

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SMART MARKETING STRATEGY:

Oreos making tasty moves

The makers of Oreo Cookies – an American icon and favorite – are tinkering with challenges the food industry is facing across the board:

1. How do we create a new, healthier, more natural product to offset the current focus on obesity?
2. How do we make such a new product still sound tasty and fun while promoting nutritional attributes of less sugar and lower calories?
3. With downward pressure on spending, how do we generate more exposure for our cookies?
4. How do we generate impulse purchasing through new media channels?

The makers of Oreo Cookies — an American icon and favorite... are tinkering...

It is very likely that your own company is facing similar challenges: overcoming a timely issue (obesity); reformulating or re-engineering your company or its products or services; generating more robust results with smaller budgets; or breaking through existing or new media outlets.

It's very likely that your own company is facing similar challenges...

Oreos marketer Dana Anderson is totally rethinking her brand and how to present it to the public, as we all should from time to time.

Her new lower-fat version is called Oreo Thins, but the name suggests not just a thinner cookie crust, but also less filling and potentially less taste.

... the marketers are creating holograms near the Oreos display inside grocery...

Do not despair if you love the creamy filling. You can also find ... Oreo Double Stuf Chocolate, Oreo MEGA Stuf Golden Cookies, Oreo Cookie Sticks 'N Creme Dip, and even Oreos covered with white chocolate fudge.

YUM!

Oh yes, and cream fillings with Fudge Creme, Chocolate Creme, Chocolate Mint Creme, Chocolate Strawberry Creme, and Triple

Double Chocolate – all in vanilla or chocolate wafers.

While the makers of Oreo cookies now offer a low-calorie "Thin" option, 55 of the 59 options on their website are for either regular, double or triple filling.



The intriguing marketing moves include digital media partnerships with Facebook and Google that will soon allow you to receive text messages offering immediate discounts on Oreos in grocery stores with short expiration dates, thus driving impulse sales.

In addition, the marketers are creating holograms near the Oreos display inside grocery stores. **Yes, holograms!**

One thing is for sure: Oreo Cookies are re-imaging the brand, and they are crafting some clever and fun ways to interact with the product.

NOT-SO-SMART COMMUNICATIONS:

Phubbing

Odds are excellent that you were phubbed yesterday, and that you may **phubb** several people today.

Did you know you are a potential phubber?

Not to be confusing, but Phubbing is a **Portmanteau** – a combination of two words being smashed together. In this instance, phubbing combines the words "phone" and "snubbing."

My friend James A. Roberts, the Ben H. Williams Professor of Marketing at Baylor University, authored the book, *Too Much of a Good Thing: Are You Addicted to Your Smartphone?*

The Huffington Post featured his article, "To Phubb or Not to Phubb", in its September 30 online edition.

If you are talking to someone and he looks down at his smartphone, you just got phubbed.

If you received a text alert and checked out your phone in front of someone else with whom you are conversing, you just phubbed the people you are with.



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Phubbing is the act of ignoring someone in your company because you are too engrossed in the goings-on of your cellphone.

Check out the article to determine just how much of a phubber you really are. And don't immediately text your results to someone if you are currently in a conversation. Then YOU would be... phubbing.

Let's all hope for phubb-free friends and business associates!

SMART? FASHION NEWS:

OppoSuits

USA Today reports that Macy's is going bold for the Christmas season by unveiling **OppoSuits**, a line of colorful – REALLY colorful suits with bold graphic prints featuring snowflakes, snow men, pine trees, reindeer, and many more choices.

Macy's is making a fashion statement with its slim-cut suit label from Holland, with a \$99.99 price point that includes the jacket, pants and matching tie.

High-end retailers and specialty boutiques throughout Europe sell these suits and Macy's wants to be on the leading edge of "the newest and most innovative trends out there," according to its fashion director.

If you hurry and order right now... TODAY, you can also select from their Halloween collection for this weekend and possibly pick it up in-store.



SMART DIFFERENTIATION:

Hotel coffee

The battleground among hotels has transitioned from room size and ambiance to beds, pillows, work desk with Wifi, and even the fluffy towels and soaps in the bathrooms.

Welcome to the new differentiator: Coffee. After all, 70% of Americans report that coffee is their picker-upper of choice to start their day.

Coffee has become far more personal than in the past, when our choices for flavoring consisted of powdered creamer, sugar and sweeteners.

We can now choose from a wide variety of tastes, including 168 flavors listed on the Keurig K-Cup website alone.

Choices include Vanilla Biscotti and Coconut Mocha to Raspberry Chocolate Truffle and Chocolate Glazed Donut Coffee.

Hotels such as Marriott, Four Seasons and Hilton are staking out this new competitive landscape to create a positively memorable experience, particularly for the millennials that now

travel in the workforce. As a group, they represent over \$1.3 trillion of consumer spending annually.

How are hotels elevating the coffee experience?

- Fairmont Hotels & Resorts partnered with micro-roasting company H.C. Valentine Coffee to provide a farm-to-cup experience, with most of the coffee beans grown on small family farms in Africa plus Central and South America
- Hilton Hotels & Resorts offer Coffee Bean & Tea Leaf specialty coffee drinks in their lobbies, restaurants, lounges and gourmet markets in their most upscale properties
- Marriott's AC Hotels, which originated in Europe, feature in-room brewing machines to make Torrefazione Italia Coffee
- Le Meridien Hotels has gone even farther by hiring a Master Barista on-site for each of its properties.

Just as the hospitality industry has raised the bar on how to elevate the customer experience, you will be dazzled with the research that goes into designing a hotel room. More on that next month!

What small or significant steps have you taken to differentiate your business from the competition?

Consider your product and service offerings from three years ago. If you have not made any upgrades in these areas, then you may be on the verge of being left in the dust!



THE Tiebreaker

Listen when your heart speaks

Tuesday's *Star-Telegram* carried a story about Tom Quigley being a World War II war hero, having fought in the Battle of the Bulge and landing in the offensive at Normandy.

He received two Purple Hearts and two Bronze Stars, and was awarded the Legion of Honor Award from France for his bravery.

The City of Bedford recognized him with its first Hometown Hero award this past spring, given to residents with outstanding accomplishments.

On October 8, the Hurst Eules Bedford Chamber of Commerce honored Mr. Quigley at its monthly luncheon, where he received resolutions from State Senator Kelly Hancock and State Representative Jonathan Stickland.

With a quick wit, Mr. Quigley looked at the two presenters and said, "I can't hear a thing you're saying, but thank you!" Then he spoke briefly about his service and what the recognition meant to him.

The timing was perfect, as Mr. Quigley passed away only 11 days later. What fortunate timing that the honor took place before his death.

Whenever you feel a special tug at your heart about something or someone, pay attention to the opportunity, particularly when it involves serving others. Sometimes God is sending you a timely message!

