

Monthly Musings



courtesy of Fletcher Consulting

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SMART BRAND SHOWCASE:

Jeep Wranglers Tip a Topped House

Whether it's due to slick roads or overly adventurous drivers, Jeeps are known to roll over every once in a while. This Jeep tipping event, though, is one for the record books.

Following the devastation caused by Hurricane Michael in October, a large number of homes, commercial buildings and schools experienced major structural damage around Panama City, Florida. Damage estimates have easily topped \$10 billion, and the costs continue to rise.

Jeeps have been known to roll over every once in a while, usually due to overly-adventurous...

One mobile home owner returned to find that his home had been toppled over by hurricane force winds. The upside-down structure was now pressing against the mobile home next door.

Times like these often bring out the best in human nature, and that's precisely what happened

when a member of an off-road club responded after hearing that his friend's mobile home had been totaled. Adding insult to injury, the homeowner faced a \$12,000 cost to have it rolled back over and removed.

The Bay Area Jeep Association members slowly returned it to an upright position.

The owner's friend belonged to the Bay Area Jeep Association, and other members – some of whom had lost their own homes – had been helping drag trees out of the way, delivering supplies and performing search and rescue operations in the storm-ravaged area.

That friend enlisted the help of a dozen fellow members of the Jeep club, and by attaching their winches to the home's frame, they were able to work together to return it to an upright position.

... they offer an opportunity for a product or service to shine as these Jeep Wranglers did.

Their kind gesture showcased the versatility of the Jeep Wrangler and, even better, saved the homeowner \$9,500.

Devastating times always seem to feature moments like these when the kindness and generosity of others inspire us all to care more and do more. And, every so often, they provide an opportunity for a product or service to shine the way these Jeep Wranglers did.



SMART MEMORIES:

"Hey, Paula!"

In early 1963, a young man hailing from Joshua, just west of Burleson, wrote a song – "Hey, Paula" – so his best friend could propose to his dream girl. Her name was – you guessed it – Paula.

The songwriter and performer's name is Ray Hildebrand, and he recorded the hit song with his fellow student from Howard Payne University in Brownwood. That student's real name was Jill Jackson, and she and Ray used the stage names "Paul & Paula" both on the record label and in later performances.

The ballad worked on two levels. First, the love song led to a successful proposal by Ray's Howard Payne University basketball teammate, Russell Berry. Russell and Paula Roulette later married, and they recently celebrated their 55th wedding anniversary.

Second, "Hey Paula" topped the Billboard charts and became the #1 song in America for three weeks in February 1963, outranking songs by Elvis, the Four Seasons, Chubby Checker, Neil Sedaka, Tony Bennett, the Drifters and Peter, Paul and Mary. That's quite an achievement.



Here is my almost-indirect tie to this song: "Hey, Paula" was recorded at the old Clifford Herring Sound Studios on West 7th Street in Fort Worth, overlooking the Trinity River. My father, Earle Fletcher, managed KXOL radio, which was on the second floor of the same building.

As soon as the song was produced, legendary record producer

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Major Bill Smith ran it upstairs, and KXOL was the first radio station in America to play the tune.

The recording session must have been blessed by fate. Though Ray and Jill didn't have an appointment, they were able to record when a scheduled artist failed to show up. The producer vowed that he'd record something that afternoon, "even if it had to be the Star-Spangled Banner."

Instead, he recorded "Hey, Paula." Within just a few months, Dick Clark welcomed Ray and Jill (aka Paul & Paula) onto American Bandstand and presented them with a trophy commemorating the record's mark of a million sales.

Following their "Hey Paula" fame, Ray and Jill recorded "Young Lovers," which reached #6 on the Billboard charts just two months later.

Ray sang periodically with the Billy Graham Evangelism Association and moved to Kansas City, where he became a real estate appraiser by day and an entertainer on nights and weekends.

Now 78 years old, he made a 10-day tour of Texas at the start of this month, playing mainly at churches. His final appearance was at Field Street Baptist Church in Cleburne, where he drew a crowd of over 250. He was competing with a Cleburne Yellow Jacket football game, so that's no small feat!

So now, whenever someone asks if you know any trivia about the song "Hey, Paula," you can tell them "the rest of the story!" And for even more, please enjoy this column in the [Cleburne Times-Review](#).

SMART PROMOTION:

Pringles for Thanksgiving

We should all aspire to have a following as loyal as the one Pringles has. Last year, as part of a promotional ploy distributed only to the media, the chip brand created eight Thanksgiving flavors that were served on a TV dinner-style tray.

This year, recognizing the extraordinary boost in publicity, the company brought back the three most popular flavors for sale online: Turkey in a Can, Stuffing in a Can and Pumpkin Pie in a Can.

The [Pringles website](#) offered the three stackable cans for \$14.99, and the [supply was gone in just 41 minutes!](#) This was a huge success, and the almost instantaneous sellout established a baseline for any future promotional product events.

Inquiring minds probably want to know which flavors didn't make the cut after last year's test. Three of those were mashed potatoes, green bean casserole and cranberry sauce. Yuchhhh!

By the way, the Pringles website lists 37 different products, so you can go more than a month without duplicating your choices.

The makers of Pringles (Kellogg's) have taught us that maintaining the integrity of our brand is important, but it's just as important to have fun with it. By playing



with its customers, Kellogg's is demonstrating a sense of humor and a clever way to engage its loyal audience.

Watch the upcoming editions of *Monthly Musings* for examples of how my clients are playfully engaging with their customers!

NOT-SO-SMART INTRODUCTION:

Les Miles Blows It at Kansas

Did you see the gaffe watched 'round the football world? Former LSU head football coach Les Miles accepted the toughest job in the Power Five conferences by agreeing to become the head coach of the Kansas Jayhawks.

Watch this extremely painful 40-second clip from his news conference. He attempts to say that his players will be involved in the community, but it's clear that he doesn't know the name of the university he's coaching (*That's Kansas, Coach!*) or where it's located (*Hint, Coach: it's in Lawrence, Kansas!*).



He needs to take lessons from Dorothy in the Wizard of Oz: It's KANSAS!

This event reminds us that preparation almost always beats winging it, even for the most skilled communicators. This is especially true when you're trying to make a good first impression!

THE Tiebreaker

The Citadel Trolls 'Bama

Check out the sense of humor from the athletic department of The Citadel following their 50-17 defeat at the hands of top-ranked Alabama.

To everybody's surprise, the score was tied 10-10 at halftime. The Citadel was playing well, and 'Bama seemingly couldn't get its focus together against such a lowly opponent.

Following the 33-point loss (Citadel was a 53-point underdog), the team's athletic department took to [Twitter](#) to have a little fun. Some of their brilliant tweets included:

- All-time shocker! WE BEAT BAMA. Coin toss. Our ball.
- Citadel has already scored more points against Alabama this year than LSU and Mississippi State COMBINED.

The Citadel showed that the David's of the world can poke a little fun at Goliath every now and then!

The Citadel Retweeted

SB Nation @SBNation · Nov 17
The Citadel has already scored more points against Alabama this year than LSU and Mississippi State COMBINED.

11:42 - 2nd	1	2	3	4	T
The Citadel (4-5)	0	7			7
1 Alabama (10-0)	7	0			7

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