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Emerging from the Darkness

The French want to blame the bankers with low cost airlines urging travellers to buy now and stop the bankers hovering up all the spare seats in their desperate flight from justice!

The Argentinians are denying any problem and adopting an “I’m alright Juan” approach, blithely forging ahead. Some photocopying companies there are still boasting that they can help you lose 2 out of 3 of your workforce. Nice and comforting!

From my usual talks about individual tactics, it is interesting sometimes to put marketing into a global context and see how countries and companies are coming to terms with the slowdown in their expectations.

But who are the most optimistic?

Americans are universally positive with their Coca-Cola happiness factory adverts while India is awash with programmes about hard work and responsibility. Chinese industry is telling everyone to become “warriors against recession” while Italians are making strange claims about how more people like their financial services than their TV programmes!

These responses come from London Advertising-Textappeal who surveyed hundreds of strategic partners around the globe to produce some fascinating insights into advertising behaviours.

We Brits by the way, seem to have very little to be enthusiastic about at all.

Advertisers in Spain created a huge amount of interest using a campaign about “the association of women who want to dress better than ever to keep being elegant and feel pretty” based on statements such as “the crisis may get ugly, but we will not!” It created intense interest (both positive and negative) on Facebook and generated significant PR coverage.

But not everyone gets it right.

Aston Martin prepared to launch a limited range of 77 x £1M each cars at the beginning of 2009. Its parent, Investment Dar from Kuwait, are the first company to default on a $100M Islamic bond.

Gordon Brown’s recent foray into YouTube to help re-launch him as a fun loving guy backfired spectacularly. The key to a successful Youtube video is engaging your audience and someone with a gruff demeanour talking about MPs expenses isn’t going to crack it. Who on earth told him to smile??? The video’s popularity was achieved for all the wrong reasons.

Get it right and the world smiles with you.

Sporting, a Portugese football club was suffering from falling attendance. They launched a campaign where if you filled in a form online, the Manager would call you and invite you personally to the game. Using a YouTube viral (http://www.youtube.com/watch?v=--jZFUPr49Q) the club generated 610,000 website hits in 2 days, and received 200,000 phone call applications in similar time.

The election of President Obama was marketing on a global level. He gave such a stirring speech after losing the South Hampshire Primary that Will.i.am from the band Black Eyed Peas created a song and video that Al Gore said was instrumental in securing Obama's election.

The recession will pass. Those brands which position themselves now for the next upturn will reap the rewards. With this recession companies are required to maintain liquidity so have cut expenditure to survive. Good marketing is now about maximising awareness and ROI within these reduced spends and measuring what's happening every hour.

To prepare from emergence from the dark times call me on 01925 262 800 or email gerryw@flyingveemgt.co.uk