

# **POWER MARKETING & ADVERTISING: PLANNING, DEVELOPING & EXECUTING STRATEGIES**

**Monday, May 24 and  
Tuesday, May 25**

*"Today is a new day. You will get out of it just what you put into it..."*

Mary Pickford, Academy Award® winner Canadian actress, cofounder of United Artists

*"Things don't have to change the world to be important."*

Steve Jobs, CEO, Apple and Pixar

*"We are who we are in good measure because of what we have learned and what we remember."*

Dr. Eric R. Kandel, Nobel Laureate

*"I try to learn from the past, but I plan for the future by focusing exclusively on the present. "*

Donald Trump, American real estate developer

## **PART I: INTRODUCTION:**

- **Everyone participates:** "Name a global (international, transnational, multinational) company, which is shaping the future of the world?"
- **Did you know?**
  - An opening presentation and discussion on marketing, segmentation, targeting, promotion, sales, advertising, media and the Internet.

## Group Exercise: Wackiest, Funniest Products on TV

## **PART II: DEVELOPING POWERFUL MARKETING AND ADVERTISING STRATEGIES**

- **The Four P's (Marketing Mix), Seven P's, & Nine P's**
  - A new way to look at the tools your agency or client uses to pursue marketing objectives in the global marketplace.
  - A strategic marketing program consists of numerous decisions and variables influencing planning, products/services, trade channels, segmentation, consumers, pricing, promotion, partnerships, your employees, suppliers, and your passion to make these happen.
    - **People (Targeting)**
    - **Products & Services**
    - **Price**
    - **Promotion (Advertising, Personal Selling, Sales Promotion, PR, Direct Marketing, Internet)**
    - **Place (Distribution)**
    - **Planning (Failing to Plan is Planning to Fail)**
    - **Partners (Alliances, Partnerships, Employees and Suppliers)**
    - **Passion**
    - **Presentation**
- **Advertising and Marketing Planning: Tough Marketing Questions to ask and answer.**

*"Three essentials to achieve anything worthwhile are, first, hard work; second, stick-to-itiveness; third, common sense."*

Thomas Edison, inventor, salesman, worked more than 40 hours straight

"Everyone lives by selling something."

Robert Louis Stevenson, Scottish writer

- **Partnerships, and the Seven C's of Collaboration**
- **Examples, including Wal-Mart, McDonald's and Haier.**
  
- **Marshmallow Marketing**
- **What is Strategy**
- **Marketing is Everything**

### **PART III: IMPROVING THE SEGMENTATION AND TARGETING PROCESS**

- **Identifying and describing segments, including examples**
- **Geographic**
- **Demographic**
- **Psychographic**
- **Behavioral**
- **Prioritizing target segments**

### **PART IV: PROMOTION: ADVERTISING, MEDIA, DIRECT MARKETING, PERSONAL SELLING, PR, SALES PROMOTION, AND PRODUCT PLACEMENT**

- **Media planning**
- **Alternative media and promotional vehicles and tools**
- **TiVo**
- **Mitsubishi Motors: Combining TV and web, with the "Freeway" spot**
- **1984 Apple's Macintosh spot (Vote best TV spot in history by Adweek, Advertising Age, TV Guide and others.)**
- **Unicast.com, an example from new web technologies**
- **BMW Films example: (<http://www.bmwfilms.com>)**
- **American Express example: (<http://www.jerry.digisle.tv/room.html>)**
- **Honda Example (<http://194.29.64.17/thecog/movie.html>)**
  
- **Volvo example: [http://www.volvocars.co.uk/showroom/v50/\\_campaign/opendoors/default.htm](http://www.volvocars.co.uk/showroom/v50/_campaign/opendoors/default.htm)**
- **Conde Nast publication's new Cargo magazine**
- **Push vs. Pull: Sales promotion strategies and tactics**
- **A new look at personal, direct selling (SPIN)**
- **Product Placement**
- **Dot Bombs**

**Group Exercise: Kodax vs. Fuji Case, including ambush marketing**

*"Continuous effort--not strength or intelligence--is the key to unlocking our potential."*

Winston Churchill

*"Know everything you can about what you're doing."*

Fred Trump, Donald's Father

*"Imagination is more important than knowledge."*

Albert Einstein

*"I am still learning."*

Michelangelo, Italian sculptor, painter, architect and poet

## **PART V: RESULTS ORIENTED ADVERTISING STRATEGIES**

- **Creativity, with key steps for creating more powerful results-oriented advertising strategies**
- **Using a celebrity, celebrity endorsements, Kobe Bryant, LeBron James and Yao Ming (TV spots, examples of each celebrity)**

## **PART VI: WINNING THE AD WAR AND TRACKING EFFECTIVENESS**

- **How do consumers respond to advertising today; Removing barriers**
- **AIDA: Tips for effectively promoting brand awareness and stimulating publicity**
- **Creative or media?**
- **Advertising vs. PR**
- **How do you know your ad is making an impact? Evaluating campaign success and your agency.**

*"It's only creative if it sells something."*

Larry Steven Londre, founder of LMC and instructor at USC

**Group Exercise: '04 Super Bowl, with the infamous AOL Halftime show starring Janet Jackson and Justin Timberlake**

*"I don't need time. What I need is a deadline."*

Duke Ellington

*"If we did all the things we are capable of doing, we would literally astound ourselves."*

Thomas Edison, inventor, salesman

## **PART VII PUTTING IT TOGETHER**

- **Working with your agency and client – partner or supplier?**
- **Providing feedback to the agency**
- **Where do we go from here? Run Faster!**
- **Rock or Sponge**
- **Ten Lessons from NBC & Donald Trump's Apprentice**
- **Why People Succeed**

**Thank you**

*"Success comes to people who worry more about what they have to do to get ahead than what is happening to other people."*

*"The outstanding leaders of every age are those who set up their own quotas and constantly exceed them."*

Thomas J. Watson, chairman of IBM

*You may delay, but time will not."*

Benjamin Franklin, American statesman, writer, scientist & printer

**"Don't be dismayed at good-byes. A farewell is necessary before you can meet again. And meeting again, after moments or lifetimes, is certain for those who are friends."**

*Poet Richard Bach said it so well:*

Timetable (Day 1)	Timetable (Day 2)
0830 Registration	
0900 Course Begins	0900 Course Begins
1040 Morning Tea	1040 Morning Tea
1100 Course re-commences	1100 Course re-commences
1245 Lunch	1300 Lunch with Wrap-Up
1400 Course re-commences	Discussion, Review of
1530 Afternoon Tea	Materials. Handouts.
1550 Course Reconvenes	
1700 End of Day	

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**Short Bio: Larry Steven Londre**

- *Londre Marketing Consultants*
- Dynamic career combining proven leadership in cross-functional operations in marketing, sales, product development, PR and communications.
- Expertise in creating award-winning media, marketing, sales, and collateral programs. Introduced campaigns that translated strategic marketing plans into tactical sales actions -- driving revenue growth, expanding market penetration, achieving dominant market share, and exploiting the presence of brand equity.
- Recognized strengths in establishing and maintaining executive-level client and strategic partner relationships.
- Strong conceptual / analytical skills, ability to identify new market segments. Participative leader with excellent skills in teambuilding, motivation, quality performance and productivity improvement.
- **An MBA and a Bachelor of Science in Marketing from University of Southern California.**

*Entertainment.....Products.....Communications.....Retail.....Public Services*

**Select List of Companies & Public Service Organizations:** DIRECTV, Grey Advertising, GE Capital, Vons Grocery, The Music Center of Los Angeles, Bell Atlantic / Verizon, SBC, Alliance Environmental, Showtime, HBO, Disney, Sheraton Hotels and Resorts, SPNB, Bank of America, Beverly Hills Savings, RKO, NME, Applause, Advertising Club of Los Angeles, Los Angeles Fire Department, California Special Olympics.

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- ***University of Southern California, Senior Lecturer***
  - ***USC Marshall School of Business, USC Annenberg School For Communication and California State University, Northridge, Pepperdine University.***
  - ***Presently teaching the following classes:***
    - ***COMM 542: Business Strategies of Entertainment and Communication Companies,***
    - ***COMM 599: Global Communication***
    - ***BUS 546: Integrated Marketing Communications***
    - ***COMM 541: Media & Communication Strategies***
    - ***BUAD 528: Marketing Management***
    - ***JOUR 340: Advertising***
    - ***MBA 619B: Strategy Implementation***
- ***Board of Director, The Advertising Club of Los Angeles (Since 1983)***
- ***Board of Director, Advertising Industry Emergency Fund (A.I.E.F.)***
- ***Articles published on creativity, interns and slogans in Adweek and Advertising Age.***

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