



Marketing Mindset

Today's Trends With Analysis

A Kore Access Publication

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Print this E-zine and use the checklist questions as points of discussion and as tools for your marketing planning.

In This Issue

Dear **Marketing Mindset** Reader,

Historically, during trying times, advertisers use the themes of a certain time period to evoke positive feelings from consumers. Studies show that this type of nostalgic advertising is especially effective when consumers are predisposed to reach out for the “good old days.”

Nostalgic advertising is also used effectively to connect a brand's core values with those of the consumer. For example, the 1960's is often used to evoke feelings of possibility, choice and opportunity from the generation that grew up in those years. However, that era, with its surfers, flower-power theme and popular hippy characters, is also effectively used to market, to all generations, the values of independence and freedom.

Read this issue of **Marketing Mindset** and use the recommended resource worksheet to identify and to evaluate ways in which you can utilize nostalgic advertising in your organizational marketing materials.

Wishing You Marketing Success,

Maria Pinochet, Publisher and Author
Contact Us



Today's Trend – Nostalgic Advertising Returns

Nostalgic advertising often makes a comeback during difficult times. Images in printed materials, the music in jingles, period symbols, and the fashions of a bygone era are used to evoke positive emotions. Advertising studies indicate that nostalgia produces better recall and preference for the advertisement and builds positive feelings for the brand. Thus, nostalgic advertising can be highly persuasive. When the use of visual and verbal cues from music, movies, images, or a special event cause favorable feelings to transfer to the brand, the result is an increase in sales.



Nostalgic advertising can connect with customers and increase revenues.



Qualifying Question

Could you build more brand loyalty by using nostalgic advertising tactics?

Yes No

If Yes,

Relevance to Your Marketing Strategy: High Medium Low

Priority for Your Planning: Short-Term Mid-Term Long-Term

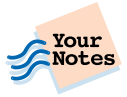
Recently, the television advertising campaign for Progressive, a car insurance company, has featured Flo, the checkout girl. Flo who sports a flip hairdo and heavy makeup, has gained a large fan base and completes her 1960s girl-next-door image with her incredibly enthusiastic and friendly service.

How can your organization capitalize on the character, styles and themes of an era?

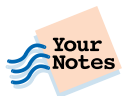


Nostalgic advertising is known to be very effective when consumers are predisposed to search out nostalgia. Financial and insurance companies regularly use this tactic to target the retired and soon-to-be-retired when they include references to their customers' past in their advertisements.

What impact would it have on your business if you could connect with the hopes and dreams your consumers have had from their youth?



Because consumers always frame advertising in a selective way, nostalgic advertising must be planned carefully. Although some sadness or loss may be felt when consumers are reminded that days gone by cannot be recaptured, they usually have positive responses to nostalgic images. For this very reason, the marketing message should be carefully balanced with hope in order to ensure a positive association with your brand. **How can you serve your customers better by developing an awareness that your organization can help fulfill their unmet needs?**



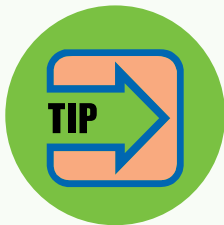
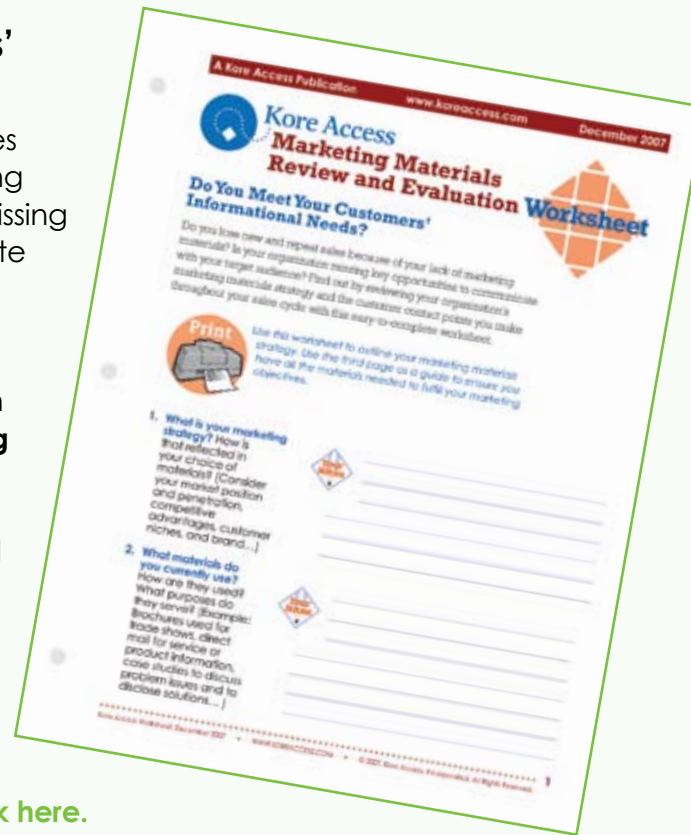
Checklist



Recommended Resource

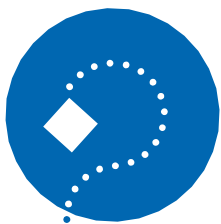
Do Your Organization's Materials Meet Customers' Informational Needs?

Do you lose new and repeat sales because of your lack of marketing materials? Is your organization missing key opportunities to communicate with your target audience? Find out by reviewing the customer contact points you make throughout your sales cycle. With this easy-to-complete **"Marketing Materials Review and Evaluation Worksheet"** from Kore Access, you can identify areas that need improvement and evaluate your organizational marketing materials from the first contact informational brochure to the follow-up customer service materials. To get started on your review and evaluation, [click here](#). (A printable PDF will be provided for your convenience.)



* **Get noticed with nostalgic advertising.** Work with your Kore Access colleagues to determine if you could increase your impact through the incorporation of nostalgia into your marketing messages. Utilize our expertise to explore whether or not your brand could benefit from being connected to a past era or character. We can also help you determine whether or not a message of warmth, hope and change is just what you need to meet the current needs of your customers and prospects.

To set up your initial, complimentary consultation and to get a customized project quote, [contact us](#) today.



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