

MCSWEENEY & ANTMAN'S OCCASIONAL UPDATE VOLUME 3 NUMBER 3

From the corporate branding and strategic marketing communications firm
McSweeney & Antman.

Welcome to the latest edition of McSweeney & Antman's Occasional Update, our periodic compilation of useful information and interesting news. If you wish to unsubscribe, just reply to this e-mail with the word "unsubscribe" in the subject line.

As always, we welcome your thoughts and comments. Please send greetings, gripes and other correspondence to michael@mcsweeneyantman.com.

1. NEW CLIENTS AND NEW STRATEGIC PARTNERS

McSweeney & Antman welcomes its new strategic management consulting partner, **Market Strategy Group**. Information about McSweeney & Antman's strategic partnerships in management consulting, research, design, media relations, and sales consulting can be found by following the company links on our home page at www.mcsweeneyantman.com.

McSweeney & Antman welcomes its new clients **Downes O'Neill** and **eDairy**, brokers and consultants, respectively, to the dairy industry.

In partnership with **Market Strategy Group**, McSweeney & Antman welcomes new client **Aaron**, a leading futures brokerage firm.

2. "BRAND EQUITY IS...THE MOST DECISIVE FACTOR IN ASSESSING COMPANY VALUE."

If you think that's an overstatement, consider the cases of Starbucks and Apple Computer, among other brilliant brand successes. For a quick refresher course on why brands are so important, how to create brand loyalty, and why customer satisfaction is more important than ever before, take a look at the article, "Brand Loyalty – How to Build It, How to Keep It" by Ted Minnini at the always-interesting and useful marketing and marketing communications web site Marketing Profs: <http://www.marketingprofs.com/6/mininni5.asp>.

3. BRANDED RIGHT IN YOUR BRAIN

Further evidence that strong brands create strong impacts was furnished by a recent study presented at the Radiological Society of North America annual conference in Chicago, which demonstrated that when subjects were shown logos of prominent brands while they were inside an MRI machine, their brain activity showed “a strong pattern of activity in the part of the brain associated with positive emotions, self-identification and rewards,” according to the November 28 *Wall Street Journal* article that reported on the study. By contrast, the article noted, obscure brands “provoked activity in the parts of the brain associated with negative emotions as well as memory – suggesting that the brain had to work for a response.” The biggest surprise, according to Christine Born, the German radiologist who conducted the research, was that “brains respond just as powerfully to strong insurance brands as to strong automotive brands.” In other words, complex and non-tangible products and services, such as insurance, derivatives and consulting firms can create just as memorable an impression with target audiences as more-tangible and more-glamorous consumer goods.

4. McSWEENEY & ANTMAN IN THE NEWS

The recent survey on the integration of sales and marketing conducted by McSweeney & Antman with its sales consulting partner Waterhouse Group has been cited in the articles “Getting Sales and Marketing to Play Nice” by Karen M. Kroll, http://multichannelmerchant.com/crosschannel/play_nice_10012006/ and “The New Fundamentals of Lead Management” by Guy Maser, http://chiefmarketer.com/new_lead_management_10182006/.

McSweeney & Antman President Michael Antman is quoted in an (unfortunately somewhat superficial) *Fuel Magazine* article, “Art of the Sell,” on the marketing of stock exchanges, at http://www.pohlyco.com/fuel/newsletter/msites/issue_09012006_007.asp?s=405014. And a new review of his novel *Cherry Whip*, currently in production as a feature film, can be found here, <http://www.curledup.com/cherrywhi.htm>.

5. ARSENIC WAFERS, WOMBAT COATS, AND OTHER INTERESTING ADVERTISING LINKS

a.) The website www.adslogans.co.uk is devoted entirely to the art of the advertising slogan, aka tagline, and contains the Advertising Slogan Hall of Fame, which honors some of the best examples of this underestimated and deceptively

difficult artform, including “The Antidote for Civilization” and “When it Absolutely, Positively Has to Be There Overnight.” (The genius of these slogans isn’t merely that they instantaneously define and differentiate the brands, companies, and consumer experiences they represent, it’s that they’re so well-established you don’t even have to mention the companies’ names for the slogans to resonate.) Because the site is British, it contains some slogans that will be unfamiliar to American readers, including a few that aren’t all they’re cracked up to be, such as the Egg Board’s “Go to Work on an Egg,” which isn’t exactly rotten, but doesn’t quite measure up to its trans-Atlantic counterpart, “The Incredible Edible Egg.” For an article on the art of the tagline that the Adslogans website recently featured on its home page, please visit

<http://www.mcsweeneyantman.com/index.asp?page=10&content=12>.

b.) Let’s say you’re renovating your house and come across a musty and mildewed old carton in the attic filled with crumbling Cold-War era *Life* magazines, faded postcards from long-forgotten restaurants and resorts, and travel brochures containing Caribbean cruise departures for 1956. Do you: A., toss the carton, and the tiny spiders it undoubtedly contains, directly into the trash or B., sit down for a moment to flip through the old magazines, chuckling at how utterly un-cynical and un-ironical advertising was in those days, only to glance at your watch and discover that two hours have passed? If your answer is B, you’ll love this amazing site by the humorist and noted archivist of the un-cool James Lileks, <http://www.lileks.com/institute/index.html>, who has collected some of the weirdest and most half-baked cultural ephemera ever extruded by American capitalism, such as the incredibly, if unintentionally, funny Sunbeam Bread brochure, “Story of Bread” <http://www.lileks.com/institute/bread/index.html> and an archive of old newspaper ads, dating back to the early twentieth century and featuring real and thankfully long-forgotten consumer products such as arsenic wafers for the complexion, Spud brand cigarettes, and wombat coats (for women, it should be noted, not for wombats.) <http://www.lileks.com/oldads/index.html>.

It’s a great way to waste an hour or two, without spiders.

Please note that McSweeney & Antman's mailing address has been changed to:

McSweeney & Antman

424 Prairie Avenue

Wilmette, IL 60091

Our e-mail address remains michael@mcsweeneyantman.com and our telephone number is 847-920-1252.

This is the last McSweeney & Antman newsletter for 2006. For those of you we won't get a chance to speak with individually before the end of the year, we wish you a happy and healthy Christmas, Chanukah and New Year!