

# What's your take on business?



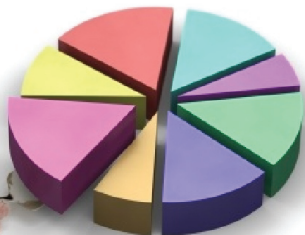
Half full . . . or half empty?

## History Repeats Itself

History shows that times like these can provide some of the greatest opportunities for companies to gain market share – while their competition withdraws from the fight.

In a tougher economy, it's more important than ever for independent businesses to advertise more aggressively to maintain and grow their share.

Economic downturns are Darwinian events in the marketplace. The weak perish and the strong and agile survive and thrive.



*If your company is going to fight for your piece of the pie, we at Stott Outdoor Advertising can help you do it with greater advertising value and often for far less than you would spend in other Medias.*

## Ideas for Better Advertising Return in a Tougher Economy:

- Repetition, repetition, repetition.
- Focus on your target customer.
- Introduce new products and value.
- Do engaging call-to-action messages.
- Be unusual – stand out.
- Don't go black. Be continuous. Purchasing decisions are being made more consciously every day by your customers.
- Your "brand" (consistent company awareness) is a lifeboat – never abandon it!
- Do strong ads – cut through the clutter.

## What is your "Brand" really?

It's whether customers think of your business when they need or want your products or services. It's whether they know where you're at, who you are and what your company's strengths are. And do they think of your business first, or as an important option when compared to all of your competition.

## Your Brand is your lifeboat – never leave the lifeboat!

The glass can be half FULL – consumers will continue to shop, buy food, entertainment, automobiles and other goods and services.

## Reasons Why It's Good to Advertise in a Tough Economy:

- Many businesses' may cut advertising as a knee jerk reaction – reducing the overall ad "noise" in the market. Your ads will have far greater impact.
- Consumers are reanalyzing their buying choices every day.
- Your competitor may get aggressive to fight for the business, and if you don't respond appropriately, they could take your share.
- More likely, your competitor may cut advertising – presenting an opportunity to take their clients.
- Customers may buy less, making it ever more important that your company gets the sale when it occurs.



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