

HORSE
FOR
SALE

Jekyll+Hyde
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HORSE FOR SALE

I was out to dinner with my good friend Dean Jackson recently.

For background, Dean is one of the brightest marketers and copywriters in the nation. During our dinner Dean and I were discussing the fact that so much advertising is ineffective and a waste of money.

That's when Dean dropped another one of his pearls of wisdom on me, "sometimes, if you're selling a horse, you just need a sign that says: *horse for sale.*"

This was brilliantly simple.



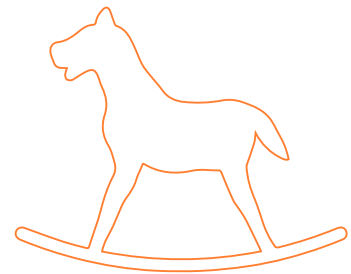
HORSE FOR SALE



Think about that comment, in the right context, if you are selling a horse, you could create ads showing the value of your horse, maybe ads that show how your horse is better, or stronger, maybe even some branding work showing how great you will look riding a horse, or how jealous your neighbors will be when you pull up in your driveway on your new horse.

But sometimes it's the right time to say: horse for sale.

In reality, that is a little reductive because the first thing we need is to find people that are interested in buying horses. Nothing we say or do is going to make someone buy a horse if they have no need for a horse.



This is where strategy (and a solid understanding of the current state of your horse-selling business) comes in.

HORSE FOR SALE

There are four strategic pillars that every brand must understand to make impactful connections with customers and reach maximum growth potential. You should understand your brand's purpose and product positioning, along with your customer needs and desires.

Your brand's purpose is the north star that guides brand and product activations

Your product positioning is the unique value you deliver for customers that makes your brand the clear choice

Your customer's needs are base level expectations of the product or service

Your customer's desires are the important differentiators that drive behavior

FOUR STRATEGIC PILLARS

HORSE FOR SALE



You must understand who your target customer is and what they care about

If you are selling a product that needs to build brand affinity and connect through an ethos, or if your customers need to become loyalists based on more than just functionality, then yes you need to connect with customers through shared values and experiences and incorporate those into your messaging.

A Harley-Davidson is a motorcycle, just like Honda – but unlike Honda, Harley-Davidson is not selling the parts and pieces that make up a motorcycle, they are selling a feeling of belonging and community. A Harley is a statement about who you are and your relationship to the romance of the open road.

No one tattoos 'Honda' on their arm.



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Conversely, if you understand that people will buy your product because it performs a function unique to your brand, and especially if you do that function better, faster, or cheaper than everyone else, then sure, tell people you're for sale.



You buy psoriasis medication because it solves a problem – and you need that solution to work and work well. So, if your psoriasis medication works better, faster, stronger, by all means, tell people it's for sale – they will buy it.

Understanding your business, your brand, and your customer will be the difference in how you speak to your audience(s). We're here to help you suss it all out, so you don't waste time or money on unnecessary marketing noise.

Because after all sometimes you just have to hang a sign that says:





At Jekyll + Hyde Labs, we live and breathe consumer packaged goods.

No advertising agency in America has the depth of knowledge or the connections within the industry that we do. We love entrepreneurs and want to help every brand succeed.

If you think you could benefit from learning more about us and what we can do for you, please reach out.

JandHLabs.com - 800.500.4210

cpg insiders

The CPG Insiders Podcast brings the insights and expertise that Jekyll + Hyde has gained and leveraged across more than two decades in the advertising business, becoming the top agency in the country for CPG challenger brands. The show offers useful perspectives on creative and media strategies, product packaging, retailer needs, trends, traps to avoid and more about what it truly takes to succeed at retail.



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