

# What's Marketing Got to Do

By Robert Kravitz

Some may doubt the power of marketing, but please consider the following:

▶ In 1991, Intel began experimenting with its "Intel Inside" marketing campaign. At that time, most people were familiar with the popular computer manufacturers of the day, but far fewer knew much about Intel. This campaign, both in print and on television, changed that forever.

▶ In January 1984, the Wendy's chain of hamburger restaurants started the now-famous "Where's the beef?" marketing campaign. Many marketing experts say this slogan put Wendy's "on the map." It helped the company gain name and brand recognition as well as thousands of pages of articles and newsprint it had never enjoyed before.



## Hot Points

- ▶ Marketing can be highly effective.
- ▶ Marketing programs involving PR & advertising are even more effective.
- ▶ It's important to market during tough economic times.

# with It?



- ▶ In 1972, Alka-Seltzer introduced its “I can’t believe I ate the whole thing” marketing campaign. *Newsweek* magazine called it one of the 10 most memorable lines of the decade. In addition, scores of other publications discussed the impact of the campaign, and the result is that it made Alka-Seltzer more of a household name than it had ever been before.
- ▶ And finally, in the 1920s, the Post cereal brand was the most popular in the United States. Struggling Kellogg’s decided to change all that with massive marketing, mostly in magazine advertisements and articles that began about 1930. Since then, Kellogg’s has been the dominant cereal company in the country.

All of these programs show the power of marketing. It should be noted that the word *marketing* is selected intentionally. Although many people may remember the Wendy’s, Intel, and Alka-Seltzer advertisements on television, all of the companies, including Kellogg’s in the 1930s, supplemented the ad campaigns with a heavy dose of public relations (PR), otherwise known as communications marketing.

Something else should also be noted. There is a common denominator between