



A Jolt of Creative Energy

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warm inner bzzz

“Now Is The Time To Go In For The Kill”

The *Economist* sales team **recently put out a presentation** on why you should maintain (or even increase) your marketing in a recession. The reason: you and your competitors vie for a finite amount of consumer attention, and if their budgets go down, their territory may be up for grabs—and at a bargain price.

“Brands that increase advertising during a recession, when competitors are cutting back, can improve market share and return on investment at lower cost than during good economic times,” says Professor John Quelch of the Harvard Business School.



In that same sales presentation, a long-term case study found that cutting advertising budgets for just 6-12 months may cost you twice as much in lost profits over the long haul. That’s because marketing is a multiplier, increasing your visibility and sales today as well as creating new customers and enhancing buying patterns tomorrow.

Branding is even more important in a recession. If you’re not a brand, you’re a commodity differentiating on price alone—and when a recession kicks in, you’re stuck lowering prices to self-destructive levels. Strong branding serves as a sort of recession insurance, keeping your value level high. “Consumers in a downturn buy brands they associate with quality and longevity,” says Neil Sussman, Marketing Director for De Beers Diamond Jewelers.

So why do companies cut marketing budgets in tough times? “Because it’s easy,” says Sussman. “When you need to save X million, the easiest, immediate place to get it is marketing. It is unspent and uncommitted.”

As a design boutique specializing in branding and marketing, BatesMeron is hardly an unbiased bystander. So we encourage you to analyze your goals, scope out your competitors, and see what the shifting landscape means for your future.

In the words of The *Economist*, “now is the time to go in for the kill.” Happy hunting.

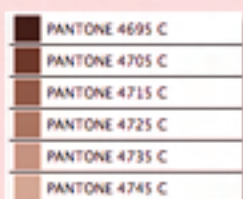


Wiki-Design

Designers have their own language, and every now and then we throw out some terms in conversation without giving the full story. Three common design terms explained:



Serif: that little line found at the ends of the main stroke of letters, like at the top and bottom of an M. Serif fonts (e.g. Times New Roman, Courier) have those lines, sans serif fonts (Helvetica, Avenir) do not.



PMS Color: stands for “Pantone Matching System”, a standardized method of color matching that assigns a unique number/letter combination to every hue and shade. PMS values are key to ensuring color consistency in branding, as they fluctuate less often than CMYK or RGB values.



Bleed: a printing term that refers to the printing that goes beyond the edge of the sheet after trimming. Providing graphics a little beyond the edge of the page (usually 1/8-1/4") makes sure you don’t end up with a little sliver of white, in case the printing or trimming is just a bit off.



Sweet Inspiration

The BatesMeron mug was inspired by more than just a desire to consume coffee in massive quantities. From concept to execution, we took the lead from a superstar of global branding: Starbucks.

What’s so special about Starbucks? For starters, they took a 25-cent product and got people to happily buy it for \$4 a pop. Even in a recession, when they’re cutting back a few locations, Starbucks remains one of the most ubiquitous businesses in America, and competitor cafés haven’t yet figured out how to edge them out.



When the essence of your business is captured in a bzzzworthy way, the lines start forming out your door. We’ve seen it a million times. And it never gets old.

Drop us a line if you want us to help build your own bzzzworthy essence, or just if you’d like to **request a free 16oz BatesMeron mug**.



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