



# Stratigi.

CREATIVE MARKET EXPOSURE

## KIM'S COLUMN IT'S CRUNCH TIME

WHEN TIMES ARE TOUGH, MARKETING CAN BE SEEN AS A LOW-PRIORITY SPEND. BUT HERE'S A FUNNY THING: BUSINESS STUDIES (FROM THE 1970S ONWARDS) HAVE CONSISTENTLY SHOWN THAT ECONOMIC DOWNTURNS CAN LEAD TO *INCREASED* MARKET SHARE IF COMPANIES JUST KEEP THEIR MARKET PROFILE HIGH.

With this in mind, there are three things I try to make sure business owners understand before they decide to cut their marketing budget in tough times.

### 1. Marketing should be something that happens *all* the time

This message doesn't just have to be reinforced in tough times – it also has to be remembered when times are so good you think your business can't take any more work.

'Maintenance marketing' is a business tool designed to keep your name, your services, your brand at the top of your clients' mind *any time* they think about using a business from your service category. Just because you're reducing spending, it doesn't mean your clients – current and potential – are. Are you really ready to let a competitor take 'your space' in your client's head?

### 2. Professionals add value

Using a marketing professional to plan and help execute your marketing initiatives is optimising your marketing spend.

A good marketer will look at both internal and external communications in the overall context of your business – from your sales strategies to your business plan, KPIs and day-to-day operations – and help you allocate marketing budget where it's needed most.

A good marketer is as crucial to your business as a good accountant and a good lawyer. At Stratigi, we welcome the opportunity to help our clients not just survive, but proactively thrive, through the tough times.

### 3. Down time gives you time to work *on* the business, not just *in* the business

If you're experiencing a slower pace in sales, invest some of the down time back into your business.

Sit down with Stratigi and put a comprehensive marketing plan in place. We can help to drive your business forward – a much more positive approach than waiting for the economy to drive it backwards!

Call us today.  
**It's crunch time!**

*"Tough times never last, but tough people do."*

Robert H. Schuller, American author, minister and entrepreneur

*"When the going gets tough, the tough increase their advertising."*

Alex Panlilio, brand director for Coca-Cola





## EXPOSE TO EMPOWER

### CLIENT PROFILE: TIKA

IT'S NOT OFTEN THAT A MARKETER IS EMPLOYED TO 'EXPOSE' THE TACTICS OF OTHER MARKETERS, BUT WHEN TIKA CALLED AND ASKED ME TO RUN A SERIES OF WORKSHOPS DOING JUST THAT, I WAS HAPPY TO OBLIGE.

TIKA describes itself as: "a youth-led movement exposing the manipulative tactics of the tobacco industry by empowering and liberating youth aged 13 to 24 to make their own choices and rebel through self-expression." Powerful stuff – but when your vision is to see an empowered, healthy, smokefree generation of youth, you need to be working on the cutting edge.

I agreed to be guest speaker at TIKA's pilot programme at Hukarere Girls College a Māori Boarding School. The pilot was targeted at a group of girls aged 13-18yrs. I felt it was really important to show these girls how powerful an influence marketing had in their decision making, without them even knowing it.

Many were wearing roxy, had ipods and used ghd hair straightener, so, through a PowerPoint presentation, we looked at these brands and why they chose them. To 'make it personal' I talked about how these particular brands and thousands of others are being marketed to them every minute of the day, without them even realising it.



This may seem obvious to business owners, but to our youth, marketing is an organic part of their world – they have grown up with non-stop advertising and aren't always as discerning about it as we might expect.

When the product being marketed is tobacco, this lack of sophistication can lead to addiction, and all its associated major negative financial, social and health consequences.

TIKA Project Director Hiria Minnell was a part of the workshops and getting community role models involved. "The feedback from the girls on your presentations and workshops was incredibly positive," she said. "They said that they loved them and the material really opened their eyes to another way of looking at things. They thought you were an awesome role model too."

I look forward to further involvement in this cutting-edge programme – it's going to be amazing seeing what our youth can do with some empowering information.

Find out more about TIKA at [www.tereomarama.co.nz](http://www.tereomarama.co.nz) or [www.bebo.com/Truth-Truth-](http://www.bebo.com/Truth-Truth-)

## DID YOU KNOW?

Stratigi offers a comprehensive business mentoring and coaching service to businesses big and small.

Imagine yourself with a team brimming with talent – how do you maximise this? Stratigi's executive coaching and mentoring will develop leadership and excellence in you and your employees.

Stratigi principal Kim Hill has years of experience as a business mentor contracted to Te Puni Kokiri and is always available for one-on-one mentoring sessions. These sessions can be structured to deal with a specific business issue or issues, or can just be informal 'sounding board' chats.

"I love these sessions as we can end up working through anything from theories of market share to the practicalities of putting an in-house email campaign in place," says Kim. "It's great for our clients to be able to take advantage of the skills and knowledge that we've built up as marketing 'all-rounders'."

## FRESH & JUICY

Check out what Stratigi has been up to at [www.stratigi.co.nz](http://www.stratigi.co.nz)

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AliMax,  
MightiClean,  
Tourelle  
Lifebrokers  
Ltd., Central  
Station,  
Ecoir and  
Construct  
and read their  
brand-new case studies!



"WE'RE NOT UNIQUE IN WHAT WE DO,  
BUT WE ARE UNIQUE IN HOW WE DO IT"

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