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# The End Is...Here?



## Gloomy Economic News Requires Fresh Approach

Many a small thing has been made large by the right kind of advertising.  
- Mark Twain

**SIEBENTHALER**  
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### That's A Lot Of Ads!

Consumers face a daily barrage of advertising from a broad range of media. Cable, broadcast, radio, print, outdoor, and internet combine to deliver an estimated 5,000 plus impressions daily. That's a lot of competition to overcome. And unless your name's Monica Lewinsky, it's tough getting people to pay attention.

Forecasts predict national ad spending will continue at the same or higher levels. This suggests a game that's going to get tighter in the months ahead as the fight for consumer purchasing intensifies.

Back when the family always ate dinner together, watching one of three channels on the only black and white television, getting your message across was a lot easier. Today's challenge is figuring out how to deliver breakthrough content to a market with the attention span of a speed freak.

Begin by offering product consumers respond to, then stay ahead by creating demand instead of chasing leftovers. Successful campaigns require strategy, planning, content, and creativity. It's what a consumer based economy's all about.

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## Retail Customers Need Dose Of Desire



Recent news is disappointing but not unexpected. Just concluded Christmas buying season points to further downturn, closer consumer scrutiny in the months ahead.

### Ouch! Who Let The Dogs Out?

The economic reports these days could be better. While the overall financial picture remains cautiously optimistic, discretionary spending by anxious consumers with plenty of options isn't. They've put away their pocketbooks.

### One Response - Make Some Noise

Is there anything that can boost sales? Yes. What's needed is a critical examination of advertising and marketing practices that have been overlooked in a red-hot seller's market.

For powersports, it's been a bull market based on maturing baby boomers with plenty of spare pocket change, a strong desire for one last testosterone fling, and no time to waste. The aftermarket 'til now has escaped the hard lessons learned by other industries like the tech sector.

### Market Considerations

Can that market be sustained? Not if you're Oldsmobile. Because selling strategies have too often been left to chance, product and pricing decisions need retooling if new venues (neglected in the past) are to be developed while traditional outlets are retained.

### There's Plenty of Opportunity

All signs point to a serious shake-out ahead. Focused marketing based on sound business fundamentals and utilizing contemporary advertising methods could make the difference between ending up as historic road kill or evolving into a long term endeavor that matches production output to customer expectation.

If growth, or just short term survival, is the goal, the days of dead reckoning subbing for professional marketing skills are over. The good news? There's broad consumer demand for new and improved product, content, value, and technology. Take advantage. Let them know what you're selling in a fresh, contemporary way.

Siebenthaler Creative Services develops high-performance advertising and public relations counsel for the V-twin industry. Give us your message. We'll get it heard.

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