The Seven Deadly Sins

Seven Mistakes Preventing Maximum Growth & Loyalty

Presented by Steve Cone May 23rd 2017
SIN # 1

No Understanding Of Managing A Brand
“A Brand Is A Promise That Delivers An Experience.”
• Never Change A Great Line
• Make It The Everywhere HEADLINE
• The Ultimate Driving Machine (since 1975)
• Come To Marlboro Country (since 1955)
• When It Rains. It Pours (since 1911)
• Your In Good Hands (since 1956)
• We Try Harder (since 1962)
• In God We Trust (since 1782)
SIN # 2

The Sound Of Silence...

AKA...
WHY TRUMP WON
SIN # 3

Playing Wooden Indian.....
Try To Convey

• A Personality
• Attitude
• Jet Blue
• Ford Dealer In Idaho
• The Episcopal Church
• The Florida Keys
• Vegas
Co-branding

Two Interesting Examples:

AMEX – BMW
Citi-AMEX

Plus working with multiple brands.............
SIN #4

SURVEYS…….. A One Way Path To Nowhere
AT&T Stands Alone
SIN #5

Where’s The Beef?
SIN #6

I Have All These Customer Segments.................
WRONG
SIN #7

Why You Should Fire The CMO
Go Back to SIN # 1
(you could also hire me!)