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**Wednesday
Morning**

Fax

from

**The
Castle
Press**

6 pointers on advertising during business rough patches

■ **Cutting back on advertising when times are tough**, especially when your competitors keep up or increase their promotional pressure, just makes things worse.

Slacking off on advertising further weakens current sales, which may already be sagging.

Worse, according to American Business Media, it sabotages your company's share of your customers' minds – their awareness that you are in business and have interesting products or services to offer.

Maintaining "share of mind" during downturns costs much less than rebuilding it when business grows better, ABM observes.

■ **When you keep advertising**, while your competitors pinch advertising dollars in an attempt to scrimp and save their way into profits, you stand to increase your share of mind in the marketplace, San Diego Executive Magazine reports.

■ **A continuing strong advertising program** during character-building times for business impresses actual and potential customers with your company's healthy stability – and helps you dominate the advertising media, and your customers' attention, notes ABM.

■ **Tough times reward the aggressive advertiser** and penalize his timid competitors, notes The Strategic Planning Institute, founded by General Electric and the Harvard

"When times are good, you should advertise; when times are bad, you must advertise."

—American Business Media

Business School to collect and analyze real-life hard data on business decisions that generate maximum profitability.

■ **A strong, ongoing advertising effort**, according to the huge (\$5.2 billion in revenues) Coopers & Lybrand accounting and consulting firm, allows a company to:

- **Solidify** its customer base
- **Take business away** from competitors
- **Position itself** to enjoy accelerated future growth
- **Take early advantage** of the next uptick in the business cycle

■ **Advertising in downturns** should be regarded as a contributor to, not a drain on, profits, says the Harvard Business Review.

The business upturn that California executives – not to mention the unemployed – have been waiting for so long may occur in 2004.

But not all companies will share in improving conditions.

All indications are that businesses that have continued to advertise will enjoy a stronger competitive position when better times dawn.

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(1.7.04)