

The Sweet Crunch of Success

A story about an unexpected way to pull ahead of your competition.

IN 1929, RIVAL CEREAL MAKERS KELLOGG'S AND POST WERE IN A CLOSE RACE TO WIN THE BREAKFAST CEREAL MARKET.

When the Great Depression started, Kellogg's maintained their advertising spending while Post cut back. At the end of the Depression, Kellogg's had achieved a category dominance that they maintain to this day.

What's amazing about this story is that Kellogg's and Post's products were essentially indistinguishable. The only difference was that Post's product promotion slacked off, and so Kellogg's was able to steal market share and establish itself as the leading brand in America.



The moral of this story: just because your customers may not be buying at recent levels does not mean they have stopped reading, thinking, or formulating opinions about the marketplace.



Over the past half-century, there have been nine recessions, lasting an average of eleven months each. Prepare now so that in eleven months your business will be in a position to dominate your competition.

REMEMBER, THE BEST REASON TO ADVERTISE IN 2009 IS...2010.

