
Contents

PREFACE ix

ACKNOWLEDGMENTS xiii

INTRODUCTION 1

The Manufacturer, the Brand, and the Retailer:
A Historical Perspective

PART **1** 7

1 The Great Cash Giveaway 9

A Multibillion-Dollar Problem 10

Abandoned Stepchild 13

Who's in Charge of This Budget Anyway? 14

The Marketing Landscape of the 1970s and 1980s 17

The Changing Retail Environment 19

The Worm Turns 23

Retailer-Created Demand 25

For Your Review 30

2 The Importance of Branding 31

Tougher than Dirt 32

Branding: The Marketing Battle of the 1960s and 1970s 34

Co-Marketing as an Extension of the Brand Budget 43

For Your Review 49

3 Co-Op Begins to Spread Its Wings 51

Retail Branding: Chief Auto Parts 52

The Launch of Intel Inside's Co-Branding Program 55

For Your Review 62

4 A Strategic Approach 63

A Better Way to Do It 64

The Power of an Integrated Solution 68

Ad Agencies React to Co-Marketing 76

For Your Review 77

5 Valuable Learning from Research 79

An Attitude, Awareness & Usage Study 79

Field Immersion Reveals a Win for Harley-Davidson 88

For Your Review 90

6 The Power of Fact-Based Selling 91

Influencing Trade Partners 93

The New Role of the Salesperson 96

Buena Vista Records 100

For Your Review 100

7 Co-Marketing and the Category Killers 103

Sales Dollars Versus Profit Margins 103

Key-Account Planning Model 106

Creating and Satisfying Retailer Demand-Pull Activity 108

The Small-Business Dilemma 109
For Your Review 115

Implementing the Co-Marketing Plan

PART 2 117

8 Determining Your Goals and Partners' Expectations
for the Co-Marketing Plan 119

STEP 1 Identifying Corporate Goals and Strategies 119

STEP 2 Researching the Trade Market 122

For Your Review 135

9 Setting Up Your Co-Marketing Plan 137

STEP 3 Aligning Strategies and Defining
Trade-Marketing Goals 137

STEP 4 Building the Plan 147

For Your Review 155

10 Carrying Out Your Co-Marketing Plan 157

STEP 5 Launching the Co-Marketing Plan 157

STEP 6 Administering the Program and Capturing Data 161

For Your Review 166

11 Maintaining Your Co-Marketing Plan 169

STEP 7 Post-Analysis and Market Intelligence 169

STEP 8 Rapid Action and Continuous Improvement 181

Picking a Co-Marketing Agency 187

For Your Review 189

Glossary of Co-Marketing Terms 191

Bibliography 197

Index 199