

CONTENTS

Preface	xiii
Introduction	xvii

SECTION **1**

Image Marketing

CHAPTER **1**

The Rules: Perception vs. Reality	3
Knowing Your Market	4
Creating Perception	12
Maintaining Perceptions	15
Changing Perceptions	17
At a Glance: The Rules	21

CHAPTER 2

The Tools: *What People Think of You* vs. *How People Think of You* 25

- The Avenues of Awareness 26
- Advertising 28
- Evaluating Effectiveness 34
- Public Relations 37
- Delivering Your Message 50
- At a Glance: The Tools 52

CHAPTER 3

The Market Climate and the Halo Effect 55

- A Moment in Time 59
- Badges, Banners, Logos and Flags 66
- Buzzwords 68
- Lifestyle Marketing 68
- The Message 68
- At a Glance: The Market Climate and the Halo Effect 72

CHAPTER 4

The Ups and Downs of Endorsements and Sponsorships 75

- Cost 77
- Credibility 80
- Crisis Factor 85
- Sponsorship 88
- At a Glance: The Ups and Downs of Endorsements and Sponsorships 91

5

CHAPTER

Seriously Not Taking Yourself Too Seriously 93

At a Glance: Seriously Not Taking Yourself
Too Seriously 102

6

CHAPTER

The Media and the Budget: What Should Image Marketing Cost? 105

The Medium and the Message: Where to Go and Why 107

Competing for Time and Space 108

Make the Media Fit Your Image 110

The Theater of the Mind 114

At a Glance: The Media and the Budget 126

7

CHAPTER

When the Product Is Bigger than a Breadbox 129

Marketing the Military 131

Marketing Religion 135

Marketing Higher Education 140

Marketing the City, the State or the Country 143

Marketing Doctors, Lawyers and Political Figures 151

At a Glance: When the Product Is Bigger than a Breadbox 166

CHAPTER 8

The Negative Option

169

At a Glance: The Negative Option 174

SECTION II

The Image Marketing Casebook

CHAPTER 9

The Image Marketing Casebook

177

Apple Computer 178

Most visible media: print, TV, PR 178

Ben & Jerry's 182

Most visible media: point-of-sale, PR 182

Benetton 185

Most visible media: print, outdoor, collateral 185

The Body Shop 187

Most visible media: point-of-sale; collateral; PR 187

Disney 189

Most visible media: all 189

Helmsley Hotels 194

Most visible media: print, PR 194

Charles Schwab 196

Most visible media: print, TV 196

Sears 198

Most visible media: all 198

Starbucks Coffee 201

Most visible medium: point-of-sale 201

Victoria's Secret 203

Most visible media: direct mail, point-of-sale 203

10

CHAPTER

A Crash Course in Image Marketing

207

Bibliography and Reference

217

Credits

221

About the Author

223

Index

225