



# PHR Strategic Minute

SHARED OBSERVATIONS ON THE BUSINESS OF BRANDING.

5 NORTH MALLORY STREET  
HAMPTON, VIRGINIA 23663  
P: 757 864-0079 F: 757 864-0085

Friday, October 20, 12:49p.m.

If you go to the airport and you ask for a ticket, you know that the person behind the counter is going to ask you: Where do you want to go? And you usually have not only an answer to give them about where you want to go but a reason in your own mind about why you want to go there. You would never go to the airport without knowing both of those things. So why do marketers go to work every day and launch hundred-million-dollar campaigns without having clearly figured out what results they are hoping to achieve?

Lots of companies set their sales goals based on a percentage of last year's sales, or the size of a predetermined marketing budget, instead of figuring out where they want or need to be in the market. That's like telling the ticket agent that you want to go two hundred miles farther than your last trip, or you want any ticket that costs \$122. Ridiculous!

Sergio Zyman  
Chief Marketing Officer, Coca-Cola  
Excerpt from *The End of Marketing As We Know It*.  
Courtesy Mark Fairbanks, Octane

## Nº 6 in a series

Platt Hollow Road is a strategic advertising and design house specializing in creating new brand identities or giving existing ones a new shine in the marketplace.

[WWW.PLATTHOLLOWROAD.COM](http://WWW.PLATTHOLLOWROAD.COM)