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MARKETING & Branding

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What To Do in a Tough Economy

by Judith Brower Fancher, President, Brower, Miller & Cole

There are two steps that will be the keys to coming through this economic cycle with flying colors.

1. Marketing your firm

There is a clear lesson that has been proven from the time of the Great Depression through the most recent downturns, including the Dot Com crisis, and today's real estate and financial institution challenges.

The lesson is that marketing during down cycles results in increased business for many years after the market recovers.

In fact, according to an article by Dave Chase of Altus Alliance, there is empirical evidence that "advertising was the main factor in the growth or downfall of companies during the Great Depression."

Of course, advertising is just one form of marketing. Firms can decide to advertise, conduct publicity programs through traditional and online media, conduct social media campaigns, hold events, network or revise their brands and/or branding materials. Any and all of these activities can show clients that the company is still alive, is continuing to provide service, is moving forward and, perhaps most importantly, will still be around when all this is over.

2. Give of yourself

While many of our clients are finding exceptional success during this market, we all know that many companies are not feeling quite as "rich" as they were two years ago. However, a majority of the readers of the Orange County Business Journal are not poor. They are simply less rich. Or perhaps they haven't lost much of anything, but are just not increasing their wealth as rapidly as they had been during that big, long period of growth we just completed.

For people like this, it's a great time to market. For people who were not as wealthy at the start of this period, however, things are much, much more challenging.

Therefore, the second thing that is key to coming through this economic cycle with flying colors is to donate money and time to those who are truly in need.

The following are recommendations of organizations which are doing great work, and could especially use additional dollars and volunteer hours during this down cycle:

The Orange County Rescue Mission:

The Orange County Rescue Mission has served as both an advocate and a resource for

homeless and impoverished families throughout Orange County for nearly 50 years. During these difficult times, more families than ever before are in need of food, clothing and shelter.

For the first time in the history of the Orange County Rescue Mission, families that were once regular donors to the rescue mission are now coming to obtain food boxes, clothing and hygiene kits. While the need in our county continues to rise at an alarming rate, donations are down, creating a precarious gap between problem and solution that threatens the survival of our neighbors in crisis.

Many of these families have a similar story, suffering a layoff and having difficulty finding new work, finding themselves suddenly homeless. Forced to live in run down motels, they struggle to provide for their families and become vulnerable to a host of other dangers.

The Orange County Rescue Mission runs an outreach program which distributes food boxes and hygiene kits to these families, learning their stories and helping them meet their most basic needs.

Donations of non-perishable food items or monetary donations used for purchasing food are essential to maintain and grow these programs to meet the ever growing need. As the bins of food empty, the need, unfortunately, only continues to grow. Donations are accepted every Saturday from 8:00 a.m. to 5:00 p.m. at the Village of Hope warehouse located in the city of Tustin (714-247-4300) or they can be made online by logging on to www.rescuemission.org



Judith Brower Fancher
President, Brower, Miller & Cole

Jewish Family Services of Orange County:

Jewish Family Services of Orange County serves approximately 7,200 people per year in all of its programs. Jewish Family Service serves people of all races, ethnicities and religions.

The current economic turmoil has inflicted severe hardship on families who are struggling to keep a roof over their heads and food on their tables. Donations made to Jewish Family Services "Special Appeal" will provide immediate cash assistance for families in crisis, as well as life skills counseling and employment coaching to help families move out of their precarious situations - a "Hand Up" to support their dignity and well being.

Jewish Family Services further provides an array of help to the local community, including Counseling, Support Groups, Older Adult Services and Financial Empowerment.

One of their support groups is actually entitled "Living With Uncertainty," and is a group for people who need assistance coping during these turbulent times.

Counseling services include issues such as grief and loss, anxiety and depression, parent/child issues, relationship conflicts, anger management, separation and divorce, family conflict, life transitions and changes, disabilities, abuse and intermarriage issues.

For those who would like to volunteer their time, Jewish Family Services is seeking people who can:

- provide transportation to seniors for events and appointments
- serve as a mentor to a child
- visit people who are isolated due to age and frailty.

These activities are worthy of people's time and financial support. Information on giving and volunteer activities is available at www.jfoc.org.

Someone Cares Soup Kitchen:

When my husband and I volunteered one holiday season at Someone Cares Soup Kitchen in Costa Mesa, I was frankly amazed at the hundreds and hundreds of wonderful, kind and grateful family members who came in need of a free holiday meal. These people patiently waited for their turn, and thanked every volunteer they saw.

In today's climate, hundreds of people come to the Soup Kitchen every single day for food, many of whom still have jobs but cannot make ends meet.

According to the Someone Cares Soup Kitchen Web site, the Costa Mesa Soup Kitchen is currently serving over 300 guests per day, 7 days per week.

Someone Cares' mission is: "To feed a daily nutritional meal to the homeless, the unemployed, the working poor, the mentally challenged, the physically challenged, the senior citizens and most important of all - the children. We provide this meal to our guests in a friendly, non-threatening atmosphere. Our belief is that no one should go to bed hungry, on the street or otherwise. The Soup Kitchen provides a nutritional and tasteful meal to the less fortunate in our community. A meal that we would be proud to serve our family at home. A well-balanced meal made fresh daily consisting of vegetable soup, lettuce and fruit salads, hearty and filling side dishes, breads and muffins, dessert, milk and water."

Someone Cares Soup Kitchen has also just launched a corporate sponsorship program, through which companies donate money and bring in teams (5 to 30 people) to volunteer in the kitchen and serving line for a day or more. Corporate sponsors receive lots of promotion of their donation through email, Web, etc. To become a corporate sponsor, contact Shannon Santos, Executive Director, at Shannon@somecaressoupkitchen.org. Other information on this charity can be found at www.someonecareskitchen.org

And In Conclusion

Both points are important. In a slow economy, it is very, very important to market your firm, keep it competitive, keep it trusted and keep it strong. It is also extremely important to give of time and money to help those who are struggling with the tougher economy not just in their business ventures, but in their everyday lives.

Those Orange County residents who take it upon themselves to follow both of these paths will find that they will come through the rough market in great shape on a business basis, and in great shape as a member of our amazingly wonderful community.

Judith Brower Fancher is President of Brower, Miller & Cole, a strategic marketing, advertising and public relations firm in Irvine, California.

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Setting Sights On Business Success

Why does vision matter and why is it so hard to develop one?

by Ryan Rieches, Co-Founder, RiechesBaird

According to a recent survey by Citibank, 66% of small business owners say the recent recession has “forever changed” how they run their business. That seems like a bold statement until one considers how this recession has left reliable economic experts with blurry vision.

Today we operate in a global economy where markets are deeply interconnected. Information is shared faster and with more scrutiny. Traditional market behaviors are no longer predictable based on preceding patterns. The business world has undergone a revolution in the midst of the global recession—a revolution that makes a clear corporate vision priceless.

In most cases, businesses emerging out of this recession have been forced to become very different than they were going into it. Ever-evolving technologies, new government regulations and emerging distribution strategies have permanently altered the corporate landscape.

Do not fret. With any great change lies a breadth of opportunities. In many cases, competition has fallen behind or faded away. Yet the financial crisis and subsequent stock market extremes have created an incredible amount of uncertainty in the collective psyche.

Is there any wonder why the same Citibank survey found that 81% of respondents voiced uncertainty about how their business will do over the next 12 months?

With all this uncertainty and changing perceptions, should companies just take a wait-and-see attitude? Or should they realize that the world has changed and, the sooner they embrace it, the faster they will recover.

Our belief is that today is a new day. While eight out of 10 competitors are afraid to make moves, we insist the time is now to move forward. Sitting still is falling behind.

The key is to move ahead in a strategic, bold and definitive manner so the entire organization operates with precision and focus. Unfortunately, most organizations do not have such clarity or the means to achieve it.

Over the last 15 years, RiechesBaird has helped more than 200 corporations clarify their brand and act upon its mission. We believe the brand must be built from within, upon a solid foundation, and positioned for future success.

The first questions we ask a CEO or company president are, “What is your vision? Where do you want to take this organization?”

Surprisingly the vast majority cannot provide a succinct answer. Instead, we hear three-year sales goals or 30-minute monologues of what the CEO has been debating with key employees. The information is usually interesting and at times inspiring, but rarely speaks to the core principle of a clear vision.

Based on this experience, we tested the understanding of vision-related statements with a key research partner, Socratic Technologies. More than 200 CEOs and CMOs responded to our quantitative and qualitative online survey. The research found ambiguity around the definitions of Vision, Mission, Purpose, Values and Positioning statements. We uncovered widespread confusion and interchangeable definitions of these essential pillars of business strategy.

The majority of respondents used the terms Vision and Mission interchangeably. Therefore the two statements became vessels to contain all the statements typically used to guide the company. Interestingly, 71% of the CEOs agreed that each statement serves a distinct purpose and should not be combined in some overly complex statement.

So, brilliant corporate leaders were inadvertently sabotaging their efforts to provide a clear direction to guide employees’ daily actions.

On the other hand, the term ‘brand positioning’ enjoyed the highest level of understanding with strong agreement about the statement, “A brand helps differentiate the organization from the competition.”

With the insight gained from our research, we set out to gain a broader understanding of the commonly accepted definitions and applications of these statements. It became abundantly obvious there is a lack of clear authority, a consistent viewpoint or set of standards on the topic. When C-Level executives came together to offer a consensus on a company’s future it was rarely communicated properly or shared with their entire organizations a clear destination.

This void was so apparent that, throughout the last year, RiechesBaird developed our own standardized definitions. Audiences ranging from business schools and executive organizations to billion-dollar companies have validated the following definitions—they have also affirmed our description of how they work together.

PURPOSE – It’s **WHY** we exist.

Purpose is bigger and deeper than any business goal. When an organization has a clear cause, it attracts talented personnel, strategic alliances, and loyal customers.

This is not a statement of differentiation and therefore need not be proprietary. Think of it as the emotional trigger that inspires everyone involved to achieve greatness.

Here are some fine examples to consider:

- To preserve and improve human life. – Merck
- To make people happy. – Walt Disney
- To solve unsolved problems innovatively. – 3M
- To give unlimited opportunity to women. – Mary Kay Cosmetics

VISION STATEMENT – It’s **WHAT** we aim to achieve.

A depiction of a desired result that motivates, energizes, and helps an organization describe its destination. There is not a cookie-cutter model for a great vision statement, but rather the culture of an organization is often the driving force of a new Vision.

Here are a few different examples:

Quantitative

- Become a \$125 billion company by the year 2000. – Wal-Mart, 1990

- A computer on every desk and in every home; all running Microsoft software. – Microsoft, 1990s
- We will put a man on the moon and return him safely within the decade. – JFK, early 1960s

David-versus-Goliath

- Crush Adidas – Nike, 1960s
- Yamaha wo tsubusu! We will destroy Yamaha! – Honda, 1970s

Role-Model

- Become the Harvard of the West – Stanford University, 1940s
- Become the Nike of the cycling industry – Giro Sport Design, 1986

Internal Transformations

- Become number one or two in every market we serve and revolutionize this company to have the strengths of a big company combined with the leanness and agility of a small company. – GE, 1980s
- Transform this company from a defense contractor into the best-diversified high-tech company in the world. – Rockwell, 1995
- Become the company most known for changing the worldwide poor-quality image of Japanese products. – Sony, 1950s

MISSION STATEMENT – It’s **HOW** we plan to achieve our Vision. Defines the key outcomes and goals of a company. It determines the path to best achieve the Vision Statement.

Examples of clear, actionable and attainable Mission Statements:

- To combine aggressive strategic marketing with quality products and services at competitive prices to provide the best insurance value for consumers. – Aflac Insurance
- At Microsoft, we work to help people and businesses throughout the world realize their full potential. This is our mission. Everything we do reflects this mission and the values that make it possible
- The Mission of the Walt Disney Company is to be one of the world’s leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.

VALUES – They are what we stand for and **HOW** we behave.

Describes the traits and qualities that shape daily actions with the internal community, customers, and suppliers. These values shape corporate culture when they become deeply held driving forces and high priorities.

We strongly recommend going beyond the typical list of: respect, integrity, teamwork, communication etc. You want to personalize these aspects to reflect and guide your unique organizational culture.

For example, Zappos achieved great success by differentiating through service. This was done with a deep understanding of how culture can align and drive an organization.

“We’ve aligned the entire organization around one mission: to provide the best customer service possible. Internally, we call this our WOW philosophy...Zappos is a service company that just happens to sell shoes. My passion is delivering the best customer service. In 10 years, people won’t realize that Zappos sells shoes.” – Tony Hsieh, CEO, Zappos.

BRAND POSITIONING – It’s **HOW** we differentiate from our competition.

This is a statement of a unique value proposition to a company’s primary audiences. This simple and concisely written statement conveys the organization’s supported point of distinction relative to competitors. The brand is not a logo, tagline or ad campaign, but rather the platform from which all marketing communications emanate.

So how does Brand Positioning guide a new corporate Vision?

The process for developing a strategic brand position offers a comprehensive internal and external view providing deep insights into a company. By understanding the company’s competitive differentiation, it becomes clearer to see what opportunities exist and where the company could go.

The world around us will never stop moving forward and challenging us to evolve in order to remain successful. The key principles behind these core statements do not change when times do, but rather stand the test of time for your business.

Rieches Baird possesses great experience, passion and expertise for improving your company’s vision.

Please call Ryan Rieches directly at (949) 273-6323 or email him at ryan@riechesbaird.com. For additional insight please check out our new blog—WhyVisionMatters.com.



Ryan Rieches

Ryan Rieches, CEO of RiechesBaird, has more than 20 years experience creating transformational business, brand and communication strategies that result in growth and increased brand value. He’s led RB to international recognition in brand strategy, being ranked among the top firms by B-to-B Magazine for nine straight years. Equally dedicated to the community, Ryan serves on the boards of several non-profit organizations in Orange County.





Tarman Marketing Design:

Your Catalyst to Increase Sales, Build Brand Recognition and Help Your Business Become the Market Leader

Our passion for 18 years has been to create captivating and fresh marketing materials that generate brand recognition, bring your company to a new level and inject new excitement and style into existing collateral.

The key – We generate awareness by strategically creating branding/logos, ads, web sites, email blasts (and much more) that capture your target audience's attention. Why create an ad, web site or marketing materials if your potential customer passes it by or forgets it? We convey your company's image or product in an imaginative and captivating way. Our focus is on building awareness, validating and reinforcing your company's credibility, increasing employee pride and enthusiasm, and ultimately expanding your customer base.

How we work - We strive to make your life easier. By listening to your needs, working with integrity and honesty, thinking ahead, running with the ball, and problem solving, we become your true partner. Over the past 18 years, Tarman Marketing Design has built solid relationships with their valued clients. We know what works and will pass that knowledge onto you.

Talent – By using the best, most talented designers, copywriters, production artists, photographers and printers we achieve a high level of success for our clients.

Industry experience - Our clients include top California law firms, accounting firms, telecom, real estate and national medical corporations. Over the years have worked in many diverse industries as this keeps our job challenging and interesting.

Perception - Everything you do, everything that is seen about your company, communicates information. Projecting the right, professional, image could mean the difference between a sale and a potential customer moving on to your competition. Our goal at Tarman Marketing Design is to ensure that your existing customers remain satisfied and to expand your reach to new market areas. We take your company's image or product and create stylish, fresh, and appealing marketing materials. Perception is everything, and we understand how to portray this in a positive and unique way.

How we got started – Andrea Tarman founded Tarman Marketing Design in 1992. During this time, the country was in a recession and Andrea was told by many to wait to start her business. Fortunately she didn't wait for the "right" time, Andrea followed her dreams, worked hard, put her resources and energies to good use, and made smart choices. Eighteen years later, Tarman Marketing Design continues to be a leader in the marketing and communications field and has expanded their client base through creativity, talent, and ability to produce unique and imaginative concepts and exceptionally designed materials and web sites.

How you can start - Call Andrea, creative director, at 949-852-8498 or by email, at@tarmandesign.com. Andrea is looking forward to working with you to create a new image, stylish marketing materials, build your client base, and to ultimately increase your company's sales.

For more information and work samples log onto our web site at www.tarmandesign.com.

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No Irony in Arrowmac's Addy Awards ... They Know Creative, They Know Staffing.

Arrowmac is one of the leading niche staffing agencies in Orange County, specializing in advertising and marketing. Their name is an acronym for Advanced Recruitment Resource of Web, Marketing, Advertising, Creative. As their name implies, Arrowmac strives to help the people and companies that make up and serve the Advertising and Marketing communities of Orange County, through employment and cost saving recruitment.

In 2010, Arrowmac has seen the levels of recruitment in the advertising and marketing community of Orange County increase beyond their expectations. The new hires stem from interim, short term contracts, to fulltime direct hire placement of a variety of career levels. The economy is not through the crisis just yet but there are definitely plenty of signs at Arrowmac that would imply that the worst is definitely behind us.

Arrowmac were recently recipients of two coveted Addy Awards from the OC Ad Federation and the District 15 ad community for their collateral/direct mail campaign. You can't get much better than that. An advertising/marketing staffing agency producing award winning creative work is not something that happens too often. And yes, they do utilize their own pool of candidates to help create their branding and marketing materials.

It is comforting for their clients and potential clients to find that their staffing agency not only talks the talk but can walk the walk. The awards show that Arrowmac knows and understand good creative and were justly awarded for it. Arrowmac attributes its success over the past 12 years to its in-house staff. Their Account Managers and Recruiters take pride in building relationships with the talent they employ as well as their clients.

One of the real benefits to their clients is the ability to increase or



reduce their workforce based upon their workload. Whether you're branding yourself or for your clients, Arrowmac have talent that can take you and your company to the next level. The major surge in recruitment efforts recently has been within the web and interactive segment with social media specialists, SEO and Web Development and Information Architects among the fastest growing titles being sought after. Being a small locally owned company enables Arrowmac to switch their recruitment efforts at a moment's notice, no giant corporate red tape to deal with. Just imagine, in fact you don't have to imagine, Arrowmac can fully furnish an entire advertising and marketing department, from the Creative Director, to Web Developer, Media Buyer to SEO Specialist and on to today's hottest ticket, the Social Media Guru. It can be all done, while you are filtering through the applicant's from your recruitment effort for the media buyer. In today's market, a simple recruitment ad will sometimes attract 100's of applicants and that's when the fun begins. Why repeat the work Arrowmac have already done, just pick up the phone and they can have a qualified candidate ready to work, sometimes same day. Their 12 years experience can save you what you don't have, time and what you need to save, money.

You'll find that working with Arrowmac eliminates a great deal of paperwork for you. Arrowmac's interim staff are considered Arrowmac employees, and the agency accepts all the legal responsibilities that go along with that, payroll, worker's comp, W2's etc. It's as easy as signing a timecard at the end of the week, Arrowmac takes care of everything else.

For more information on how Arrowmac can help you, call 714-641-1260 or visit the Arrowmac website at www.arrowmac.com Their office hours are 8 am - 5.30 pm, Monday through Friday.

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Improve Your Business With Graphic Communication

As marketing pros know, the best way to feature your product and message is through graphic communication. Graphic communication is the process of creating, producing, and distributing material incorporating words and images to convey data, concepts, and emotions.

Raymond Ari Design [RAdesign] is a graphic communication firm and a problem solving company that has worked effectively with marketing and public relations firms, government agencies, and private sector companies in producing successful marketing materials and identities for a number of leading organizations in fields including banking, technology, land development, transportation, healthcare, restaurants, and automotive. Since 1997, RAdesign has developed design concepts and solutions that solve complex communications challenges which support key corporate and organizational goals designed to generate awareness, build credibility, encourage participation, heighten employee pride and enhance communications between organizations and its public. Your message is important and it should be communicated professionally and effectively by utilizing the following core elements.

- **Assessing Needs and Challenges.** The ability to quickly assess our client's specific needs and develop links to appropriate visual elements is a hallmark of RAdesign.

- **Knowing What Works.** Over the years, our projects and experiences have addressed different communications challenges for a variety of industries. Through streamlined communications, RAdesign is confident in its ability to meet and likely exceed your business needs.

- **Working as Partners.** We understand team dynamics and acknowledge integrity and honesty to ensure that project objectives are successfully met while conducting a management style that is both amicable and professional.

- **Resourcefulness.** As a small firm with vast resources of copywriters, printers, photographers and illustrators, we are able to yield prevailing results quickly and economically.

So whether your business requires sales and marketing materials, an annual report, a new identity, or a comprehensive graphic communication system, RAdesign has the proven experience and resources to satisfy the design needs of both small businesses and large public entities.

To learn more, please contact Ray Schmidler at info@raymondaridesign.com or 714.536.7338 and visit RaymondAriDesign.com.

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