

The Red Letter



426 East 17th Street, West Fargo, ND 58078-2196 • 701.492.2911

I Give You My Words

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fredricks@qwest.net
www.fredrickscommunications.com

by Martin “Red” Fredricks

Consumer Trust: Earning It Is A Must

These days, consumers have a lot more savvy and a lot less patience. If you want the sale, you have to build the trust.

According to a recent study by Yankelovich Partners, a marketing services consultancy in Chapel Hill, N.C., public backlash against marketers and advertisers is at an all-time high. The study found that, among consumers:

- 69% would buy products or services to block advertising and marketing materials.
- 61% feel the amount of marketing and advertising is out of control.
- 65% feel continuously bombarded by marketing and advertising.
- 65% support more legal limits on marketing and advertising.
- 64% are concerned about marketers’ practices and motives.
- 61% feel disrespected by marketers and advertisers.
- 59% feel most marketing and advertising has little relevance to them.

We have to work harder to deliver relevant messages to clearly defined markets, and we must empower our audiences to respond in some way. In short, we need to choose our words wisely, then fulfill our promises. Fredricks Communications can help.

CyberFredComm

Fredricks Communications has hit the Internet. Check out the temporary website at:

fredrickscommunications.com

It’s a long handle, but it’ll be worth your while, especially next month. That’s when the full-fledged website will go live.

The site will feature lots of information about FredComm, including Red’s resume, work samples, a Red Letter archive and even some fun stuff about words. More importantly, there will be information about how FredComm can help your company or organization advertise and market your product, service, or cause.

Visit the site today, and y’all come back now, y’hear.

*Remove advertising, disable a person or firm from proclaiming its wares and their merits, and the whole of society and of the economy is transformed.
The enemies of advertising are the enemies of freedom. – David Ogilvy*

The Good Word

A Word About Creating The Desired Effect

Id be remiss if I didn’t follow up last month’s Abbott and Costello routine with a quick discussion of effect vs. affect. They’re misused in marketing and PR almost as often as ensure, assure and insure.

Affect is normally a verb meaning “to influence.”

Effect can be either a verb meaning “to bring about” or a noun meaning “result, impression.” A few examples:

- She affects (assumes) an unsophisticated manner.
- The shipping method you select will not affect (change) time of delivery.

- It’s essential that we effect (bring about) an immediate improvement in sales.
- It will be months before we can assess the effect (result) of our marketing program.

To achieve the effect you desire in your marketing materials, you need the right word. I’ll give it to you.
