

FRIDAYS AT FOUR  
Volume One Issue 3

So here it is ...Edition Three of Fridays at Four...

This week we open with a quote from the late Will Rogers....  
“The right track will get you run over if you just sit there”

Recent article in Wired Magazine by Daniel H. Pink...Pink has written a book called A Whole New Mind” moving from the Information Age to the Conceptual Age”. Pink states that the old skills, the linear, logical, analytical talents are no longer sufficient. In a world upended by outsourcing, deluged with data, and choked with choices, the abilities that matter are now closer in spirit to the right brain---artistry, empathy, seeing the big picture. He called these abilities high concept, high touch...

The latest issue of Business Week has a lead story on the purchase of Gillette by Proctor and Gamble. Innovation is the key. The five rules listed are Innovate...Innovate. Innovate Move fast...or lose out Minimize Exposure to Wal-mart. The New Media Message...Here they mention the “surround-sound marketing; where P and G does everything from in-store demos to pitches on Wal-mart TV, to engulf shoppers in the brand message. And finally Think Broadly... Rather than define itself by its products, P and G has a mandate to become a solver of every problem in the home.

For more on brand strategy a good site to visit is the Brand Strategy Firm Emergence.

Here's a fact that might not surprise you...each week 30 million people visit a Starbucks. The average customer stops in 18 times a month.

Gift cards were used in record numbers in November and December. Bloomberg News estimates that consumers spent more than \$20 billion on gift cards.

Latest issue of Chain Store Age talks about a new program formed by the Retail Industry Leaders Initiative. The ShopperCentricity Initiative was held at Coca Cola in Atlanta this week. It brought together retail executives for all retail departments to examine mechanisms that contribute to shopper intimacy and loyalty. Some of the factors that were discussed were in-store technologies and how these can drive “customer delight”.

See you next week Friday at Four.

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REMEMBER IF YOU ARE LOOKING FOR WAYS TO INCREASE YOUR SHARE OF FOOD SALES AT YOUR VENUE, WE CAN ASSIST YOU.

