



March 2009

Promotional Edge Advertising Agency Victor A Marrale

Promotional Edge Advertising

- Established in 1985
- BEA Member since 1988
- Full Service Advertising Agency

Services:

- Develop Marketing Plans and Strategies
- Provide Media Placement & Negotiation
- Design and implement direct mail programs
- Design & Layout of printed materials
- Create Corporate Identity Materials

Positioning:

Positioning has changed the way advertising is done in today's marketplace.

It begins with a product. It can be merchandise, a service, a company, an institution or even a person. It's not what you do to the product. It's what you do to the mind of the prospect. You position the product in the mind of the prospective consumer.

Who is the largest Chevrolet new car dealership in Western New York? Paddock Chevrolet

Every BEA company can effectively position itself in the mind of its customers and prospective customers.

1. What position do you own....in the mind of the prospect?

- M.Wile Factory Direct Fashion
- Indoor Air Professionals
- Dale Carnegie Training
- Kohler Awning
- Unmemorables

2. What position do you want to own?

- You can't own a position that already owned by someone else.
- Avoid direct conflict!

3. Do you have enough money?

- Depending on resources it may require choosing the right battlefield.
- International
- National
- Market
- Community
- Market Segment

4. Can you commit for the long haul!

- Never change your basic position strategy (only it's tactics)



5. Do you match your position?

- Do you position yourself or do you hire someone to do it for you.

Promotional Edge:

- Objective
- Experienced
- Unbiased
- Attuned to outside thinking

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