

connect. learn. grow.

Protection: the fifth "P"

Contributed by Patricia Coffy, JD/MBA
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We all remember product, price, place and promotion -- the "4 P's" that make up the marketing mix drilled into our memory through college, however the concept is becoming increasingly insufficient for our shrinking global economy. As the constant barrage of new products, brands, inventions, concepts, designs, processes and communications is blasted at us through multimedia, it becomes almost impossible to discern the subtle differences in virtually identical messages.

Branding is essential, and protecting that brand is paramount. That's where the fifth "P" comes into the mix - PROTECTION!

Consisting of copyrights, patents and trademarks, intellectual property (IP) is the marketable product of intellectual thought and the creative process. No longer relegated to the legal department, marketers should be actively involved in managing the IP they create before, during and at the end of the creative process if they want to ensure its strength, value and longevity in the marketplace.

From the beginning

Before pouring your time and energy into developing and launching a new product, service or brand — with the accompanying logs,

brand names and unique selling propositions — it is essential you research and understand the competitive landscape. Market share is an important metric when analyzing competition, but from the IP perspective you must know that your idea is novel or else face potentially costly infringement litigation. Not only could the outcome be expensive legal fees, but you could be forced to abandon all of the marketing efforts and benefits that stemmed from your creativity.

Moreover, doing your research at the beginning can do more than keep you out of trouble; it can serve a powerful competitive intelligence role. The same IP analysis of competitors' branding elements and unique offerings can give you insight into new ways to creatively position your own product/service/brand. Knowing how others have packaged and protected their brands offers you a target to be emulated or intentionally avoided, and the Federal Patent and Trademark Office's databases can be a treasure trove of useful information.

Avoid brand dilution or loss of market share

Once you're confident you're clear of potential liability you must pro-

See "Protection is Key" on page 4



AMA Promise

You may have noticed some changes in Austin AMA over the last few months. As the premiere marketing organization in Austin, we've been hard at work making sure our brand and communications reflect the high degree of professionalism among Austin marketers.

Connect. Learn. Grow. - That's our promise to you this year. From monthly luncheons and special events to a revamped Web site and new newsletter, everything this year is about helping you connect with marketing colleagues and friends, learn from our great programming and speakers, and grow through career development and personal relationships. Keep your eyes on Austin AMA for more exciting developments this year.

Would you like to be a part of the exciting things going on at Austin AMA? We'd love to get you involved. To learn more about volunteering, contact Stacy Armijo at sarmijo@pier-com.com.

Six Degrees of Connections

*Marketing Connections is all about creating connections between AMA members. So, welcome to one of our new features...Six Degrees of AMA Connections. Similar to **Six Degrees of Separation**, this feature showcases the interesting and sometimes unusual connections between AMA members. Do you have an interesting connection with another AMA member? Email it to Angela Tovar at atovar@abor.com and you could be featured in the next issue of **Marketing Connections**.*

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Members on the move

Lisa Charbonnet was named August Member of the Month in honor of her hard work and dedication to the Austin AMA board over the last four years. She served as research director and was most recently president-elect. Charbonnet is set to make a career change from market research to library science when she pursues her graduate degree next spring.

Congratulations to **Adam Frishman**, director of corporate development at Moster Wynn, on his Sept. 23 marriage. Frishman currently serves as AMA vice president of membership.



D.P. Rabalais has joined Dresser Wayne as director of North American marketing. Rabalais was previ-

ously a corporate marketing executive at Advanced Micro Devices. Rabalais is AMA's vice president of collegiate relations.

Christi Smith joined 1825 Place Apartment Homes as marketing specialist. Smith is a recent graduate of Texas State University and volunteers as the Austin AMA hospitality director.



Melanie Wise has been named Marketing Programs Manager for MessageOne, Inc., a leader in the business continuity industry which protects critical systems, data, and people against the unexpected.

Austin AMA publishes news about members quarterly. Submit photos and information in an email message to atovar@abor.com.

Make the Most of Your Membership

Are you taking full advantage of your Austin AMA membership? Here's a few things you may be missing...

Publications - Receive free, biweekly issues of *Marketing News* as well as an additional publication of your choosing from seven award-winning titles for professional and academic members.

Case Studies - Access the library of case studies available to members at www.marketingpower.com to study up on a new project before you jump in. Savvy marketers don't reinvent the wheel!

Programs - This summer's programs have been some of the best attended in recent years and the fall and spring programs are looking even better. Don't miss your chance to connect, learn and grow with other members of Austin AMA at an upcoming luncheon, breakfast or social.

Want to learn more about how you can take advantage of all the benefits of your AMA membership? Contact Adam Frishman, vice president of membership, today at afrishman@mosterwynne.com.

Six Degrees of Connections

Valerie Hausladen, president of Tocquigny Advertising, Interactive + Marketing and recent Austin AMA speaker, worked at Boulder, Colorado-based NBI, Inc., in the early 1990s. At Austin AMA's August luncheon, she met product marketing strategist Barry Raskin, who was an engineer for NBI at the same time - 15 years earlier and two states away.



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Summer programs 'Wow' crowds, unite marketing professionals

If you didn't attend an Austin AMA function last quarter, you missed some exciting speakers who focused on topics including segmentation, measurement and branding. Drawing as many as 100 marketing professionals at each event, Austin AMA regular meetings help marketing colleagues connect with one another and learn about the hottest issues in marketing today. Visit www.austin.marketingpower.com today to reserve your seat at the next program scheduled for Tuesday, **October 18**. For a recap of what you may have missed this summer, read on...

July Luncheon

In July, Six Flags public relations representatives Donna Marie Jendritza and David Wright shared everything from segmenting a constantly evolving market and managing corporate partnerships with companies like Coca Cola to rolling out the award-winning "Mr. Six" marketing campaign. Attendees were also treated to Donna Marie's demonstration of the now-famous "Mr. Six" dance and a free ticket to Astroworld or Splashtown, courtesy of Six Flags.



Six Flags representatives David Wright and Donna Marie Jendritza groove to the Mr. Six dance during the July AMA luncheon.



Speakers Luke Bone and Valerie Hausladen of Tocquigny Advertising, Interactive + Marketing join Austin AMA chapter president Kate Lacey.

August Luncheon

August heat could not keep a record-breaking crowd from attending "Marketing Metrics: A measured approach." Tocquigny President Valerie Hausladen and Management Media Director Luke Bone received rave audience reviews for their presentation on using marketing metrics to prove ROI and keep and expand marketing budgets. Check Austin.marketingpower.com to see Tocquigny's top 10 rules of measuring success.

September Luncheon

Attendees at Austin AMA's September luncheon had the opportunity to learn about visual and verbal palettes from Brandmarken

See "AMA Events..." on page 4

Six Degrees of Connections

Donna Marie Jendritza, PR Manager for Six Flags Astroworld and speaker at Austin AMA's July luncheon; was once an intern for Williams Communications; which once contracted Pierpont Communications as PR consultants; where they worked with Pam McConathy; who works with Stacy Armijo; who works for Pierpont in Austin and is VP of Communications for AMA.



Protection is key

Continued from page 1

protect your IP. Most often, the elements that marketers create and manage are protected by copyrights and trademarks.

Copyrights protect original, tangible mediums of expression that exist in physical form for at least some amount of time. Some of the most common include written marketing copy, poetry, CD-ROMs, graphic designs, novels, software code and process designs.

Trademarks are used to protect a name, word, or symbol that is used for the purpose of identifying and trading goods. Brand names, logos, slogans, positioning statements and other combinations of words or symbols that distinguish your product/service/brand in the marketplace qualify for trademark protection.

There is a direct relationship between increasing importance of branding and the value of securing your IP. While imitation may be the sincerest form of flattery, your powerful brand must be protected against imitators and infringers who want to (legally and illegally) capitalize on the goodwill your marketing has helped create. If you neglect this level of protection, the time you invest in planning, launching and growing your brand might be wasted. Plus, your brand may be diluted because there is consumer confusion over the true leaders in your industry.

Generating wealth

Generally, intellectual property helps generate wealth in three ways. First, because its protection allows you to effectively promote your brand's value, you can capture your rightful share of the market and then focus on growing that share. Secondly, as many studies reveal, valuable brands allow marketers to charge price premiums, meaning your company can increase its profits by simply strengthening and protecting its brands.

Lastly, registering your unique creative contribution will enable you to sell, license and leverage the value of your business. License agreements are a common vehicle for generating the funding required to bring a product to market. And more importantly, licensing can literally create a stream of revenue for your company virtually out of thin air.

Protection equals profits!

Whether your immediate focus is developing your actual product or service, unique promotional strategies, logistical distribution system or complex pricing model, remember the fifth "P" and PROTECT your assets. Protection equals profit!

Patricia Coffy, JD/MBA, is an attorney with Austin-based law firm Moster Wynne. Contact Patricia at 512-320-0601 or pcoffy@mosterwynne.com.



AMA events draw marketers

Continued from page 3

Founder Tom Martin. A resident of New Orleans, Tom also shared his experiences dealing with Hurricane Katrina and event sponsor Project By Project Marketing Communications made a donation to the Red Cross on Tom's behalf. To view Tom's PowerPoint presentation on how marketers can use visual and verbal palettes to create more effective messages, visit Austin.marketingpower.com.

High Tech Breakfast

More than 50 marketers enjoyed an entertaining and informative presentation at Austin AMA's Fall High Tech Breakfast on "Guerilla Marketing: Strategies for keeping your cash and capturing market share." Panelists, including Jeff Erramouspe, Mike Rosenfelt, Suaad Sait and Christa Kleinhans Tuttle, told some amazing stories about how they helped companies generate incredible buzz and great ROI through some "unconventional" marketing strategies. Just ask Mike Rosenfelt about his goat if you want to learn more!

Six Degrees of Connections

Tracy Sullivan, VP of Programming for Austin AMA and Founder of Project By Project Marketing Communications, is married to Mike Sullivan; who is a boy scout leader for Troop #410 out of Highland Park Baptist Church; where John Meadows was once a boy scout; who is now on the programming committee of AMA and General Manager for Simon Management Group.



Mastering presentation success using visibility and sound

Contributed by Sarah Becher

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We all know that marketing professionals are visual people. They have the "eye" that sees many things others do not. They are capable of causing emotional and/or reactive responses to visual and audible stimulation.

Similarly, audio/visual (AV) professionals see the quality of the image and sound. We judge the stimulation's ability to reach the audience and understand the emotional and reactive response when the stimulation is improperly executed. Together, marketing and AV professionals communicate with customers in the richest way possible.



Visibility Considerations

Visibility, or the ability to read the message, is the most important factor to remember. Put aside the fact that not everyone wears glasses when they should or the fact that your message may be on the side of a moving bus.

Those challenges are already considered when design is chosen. But what about the PowerPoint presentation? What should you consider then?

Environment and Image Resolution: Hopefully, your AV consultant has chosen the right size screen for your image based on room size and distance of the last row of audience members. Filling the page to accommodate the number of lines assures the appropriate size font as well. The resolution of your display device is also important because it gives a more gradual edge to your letters and logos, making them less like a high school stadium scoreboard.

Color and Content: The basic rule is no more than seven lines per slide. Color can be dangerous. Teal may be your favorite color, but unless it is on a dark background, your customer won't be able to see the edges of the letters clearly.

Charts and Graphs: Pie charts and bar graphs are great communication tools. Volume comparisons are easier to portray at a glance than number comparisons. Include percentages in writing next to pieces of the pie to retain the specific value and create a "Wow!" factor. Don't forget the font size and line rules here as well. Graphs should stand alone on a page. Making charts or graphs too small and placing too much text near them will negatively affect readability.

Sound Considerations

Sound is more than just words. Testimonials should be presented in a quality that exudes credibility and reinforces your message.

Proximity of the speaker: If you want the audience to focus on the presenter at the front of a stage, be certain that the sound originates from the front as well. Some surround-sound applications can be distracting so work with your AV professional to choose your set-up carefully.

Feedback: Common feedback rules apply for placement of the microphone and speaker, and the walls should be considered to prevent echo from affecting the clarity of your presenter's voice.

Noise: Background noises are great to "put the viewer into the scene" but they can overpower voice level. When noise is too loud, your message is lost and all the audience remembers is the distraction.

We hope these tips will be helpful for your next presentation!

Sarah Becher, CTS-I represents Visual Innovations Company, Inc., a gold sponsor of Austin AMA. Visual Innovations offers members a 15 percent discount. Please contact Sarah Becher at 512-334-1144 or sarah_becher@vicav.com for more information today.

Six Degrees of Connections

Colleen Knight, AMA member, met Stacy Armijo in 2002; who referred her to Kate Lacey, Senior Account Executive with Cartis Group and President of Austin AMA; who connected Colleen with JH&A, where she now works in Kate's former position as Account Executive.



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CALENDAR OF EVENTS

October

- 18** ***Hispanic Marketing: From Mass Marketing to Más Marketing***
Manuel Delgado, Founder and CEO
One Real World
- 11:30 a.m. - 1 p.m.
Westwood Country Club
Austin, Texas
\$25 members/\$40 guests
RSVP at Austin.marketing-power.com

November

- 2** ***High-Tech Breakfast: Living Your Brand***
7:30-9 a.m.
Westwood Country Club
Austin, Texas
- 16** ***Innotech Business and Technology Innovation Conference***
Austin Convention Center
Austin, Texas
- 17-18** ***AMA National Program Market Segmentation: Targeting for Success***
Atlanta, GA

December

- 2** ***AMA National Program The Old Model Doesn't Work Anymore: How Consumer Controlled Media is Shaping Your Online Go-to-Market Strategy***
New York, NY
- 8-9** ***AMA Marketing Bootcamp***
Washington, D.C.

Visit www.austin.marketing-power.com to learn more about the great programs hosted by Austin AMA.

Six Degrees of Connections

Stacy Armistead, Associate Brand Manager for Pabst Brewing, attended Austin AMA's July luncheon; where she met Danny Weidig, Technical Marketing Manager for Vertive and Web Site Director for AMA; where they discussed musical instruments and learned Stacy plays flute and Danny plays trombone, and they both have a common interest in the Austin Wind Symphony.

