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David Taylor

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David Taylor : Never Mind the Sizzle...Where's the Sausage?: Branding based on substance not spin before purchasing it in order to gage whether or not it would be worth my time, and all praised Never Mind the Sizzle...Where's the Sausage?: Branding based on substance not spin:

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young recruits self published books to get them started in the trade. This publicly available book does the same job in a highly enjoyable manner. 0 of 0 people found the following review helpful. marketing newbie By Linds I have an accounting degree and I am in the process of moving over to marketing. This book was easy to read and the story helped make it interesting. I feel I am ready to delve in more branding material. 1 of 1 people found the following review helpful. Very readable book on a potentially dry subject By J. Bosiljevac I'm a copywriter and creative director at an advertising agency, and I teach at a post-graduate advertising portfolio school, so I'm always looking for new ideas in branding and innovative ways to deliver the lessons. This book succeeds primarily in the latter. Shrugging off the marketing book tradition of case study after case study, *Where's the Sausage?* is a fictional account of one brand manager's year at Simpton's Sausages as he tries to save the company from itself. The story is no GREAT EXPECTATIONS. It's pretty predictable, has mostly flat characters, and leaves a number of loose ends. Sometimes I was happy there was a story, and at other times I just wanted to get on with it. But overall, it serves its purpose as the sugar that helps the tougher stuff go down. As for the branding, none of it seemed revolutionary, but most of it is smart and insightful. Taylor shuns complicated marketing jargon, brand pyramids, and over-think for common sense and instinct. He advocates using research as reinforcement rather than letting it drive the brand. And he emphasizes the importance of branding based on the soul of the product rather than flashy promotions. I agree with most of the points he makes in the book, and whole-heartedly back the overall philosophy. I found myself nodding along to much of it, as many of the mistakes Taylor describes are all too familiar. The one part that rubbed me the wrong way was when it came to the advertising. I was a little offended by the slam on advertising creatives as being interested only in winning awards. While the industry as a whole has probably earned that stereotype, there are plenty of creatives who do care about the brands, more so than awards. The paranoid brand manager who thinks that creatives are just out to do something whacky is as big a problem in agency-client relationships as award-hungry creatives. The other point Taylor makes that made me shake my head was when he suggests that you should know in the first few seconds of a commercial what the product is. While I don't disagree that the insight or drama should be based on product truth, this seemed like something a junior brand manager would say. There are plenty of examples of very effective advertising that doesn't give away the product until the end (Guinness being a good example, or even Stella Artois, which Taylor mentions as one of his favorites). He then describes a commercial for pudding that shows beautiful food footage as brilliant for the brand. But one page later, he says that advertising must be unique and differentiate the product. As Taylor has to realize, beautiful shots of swirling pudding is what EVERY pudding brand shows in their tv commercials. There's nothing unique or differentiating about it. Taylor describes his book as good for "branding virgins." I would agree with that. It's very accessible, readable, and makes a potentially dry subject interesting. And at its heart, it is full of good advice that even experienced brand managers would be best to remember.

Are you looking for a branding book that's a bit different? You've found it. *Never Mind the Sizzle...* is an irreverent story packed full of practical tips, tricks and tools that reveal how to cut through the bull and buzzwords of branding, get deep insight into your customers, create a big brand idea, get your boss on board, win the consumer's heart and mind and stand out from the crowd. Join the blog at wheresthesausage.com !

"Taylor...passes on his wisdom in the style of a storyhellip;giving tips on creating a successful brand along the way." (Artisan, September 2007) "A funny story cooked up inside a marketing book"nbsp; (Roe Valley Sentinel Londonderry Sentinel, Wednesday 21st November 2007) From the Inside Flap *Never Mind the Sizzle...* is an irreverent story packed full of practical tips, tricks and tools that reveal how to: 1. Cut through the bull and buzzwords and discover how branding can create growth, not hot air. 2. Get deep insight into y our consumers without breaking the bank on expensive research. 3. Create a big brand idea that makes your marketing more effective. 4. Get your boss on board by bringing to life your vision and selling its value. 5. Win your consumer's heart and mind by creating a potent mix of product "sausage" and "emotional sizzle". 6. Stand out from the crowd by using every bit of your marketing mix to differentiate your brand. From the Back Cover What on earth is branding all about? Can it really be as complicated as all the argon-heavy books suggest? Isn't it just about using advertising spin and a nice logo to cover up a second-rate product? Bob Jones is asking these questions as he reluctantly leaves the sales department of Simpton's Sausages to start a one-year placement in brand management. He finds a business is in crisis, with his new boss' plans set to make things a whole lot worse. Bob brave and often comical battle to cut through the bull and buzzwords and save the business is an entertaining way for anyone to find out about delivering a brand based on substance, not spin. "A great tool for aligning and energising every employee behind the idea of delivering the brand,m that can be read and used by everyone from the CEO to the call centre." mdash;Phil Chapman, Chief Marketing Officer, T-Mobile "Maybe the most enjoyable and productive 2 hours of reading you'll have done in years! A refreshingly original book that brings important lessons alive in a vivid, memorable way, for the novice and expert alike." mdash;Kevin Lane Keller, E.B. Osborn Professor of Marketing, Tuck School of Business "From CMOs seeking a refresher to enthusiastic amateurs lookingnbsp;for light-hearted fun, this book reminds you of the essential truths of successful marketing in a humorous, engaging and simple way." mdash;Tim Seager, UK Marketing Director, Scottish Newcastle "If you want to

capture and communicate the essence of your brand, this is book is full of practical tips, delivered in an inspiring and entertaining format" mdash;Andy Weston-Webb, President Mars Snackfood Europe "Packed with entertaining insight and wisdom about brands, this innovative tool for learning and development explains what marketers must focus on to achieve both business and personal success." mdash;Andy Bird, Founder and Managing Director, Brand Learning "I couldn't put this down. By following the trials and tribulations of the hero (think "Bridget Jones" meets "The Office"), you learn more about branding than in any tedious academic book." mdash;Pierre Chandon, Professor of Brand Management , INSEAD www.wheresthesausage.com