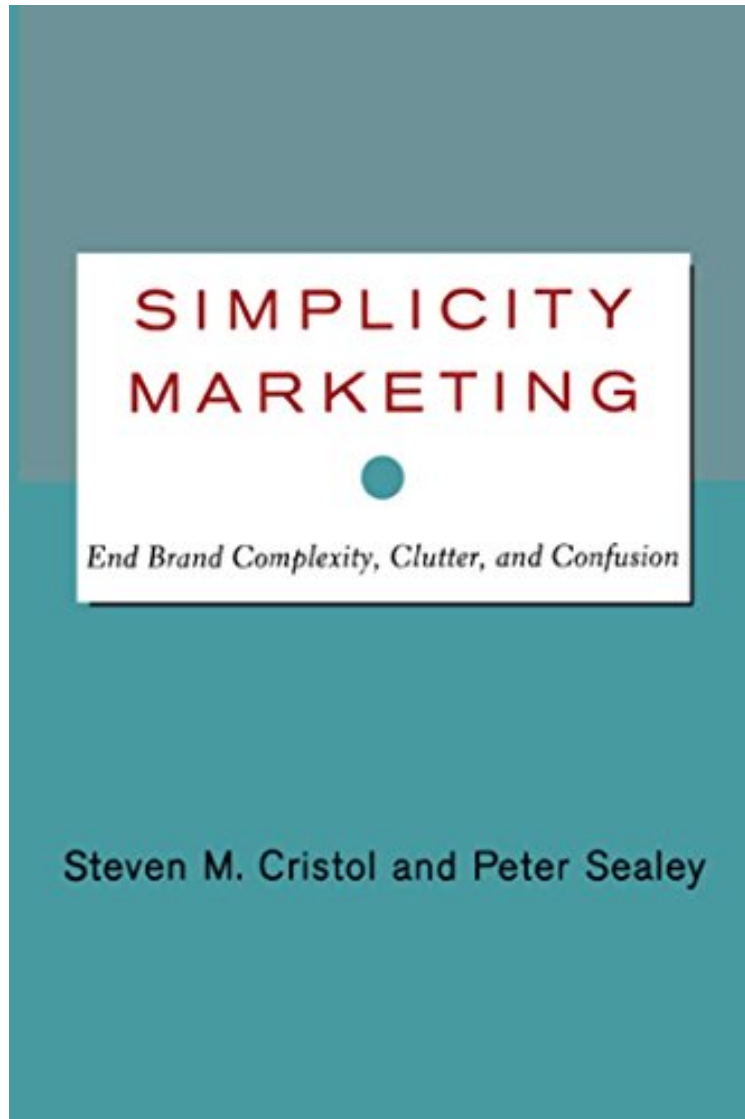


(Download free pdf) Simplicity Marketing: End Brand Complexity, Clutter, and Confusion

# Simplicity Marketing: End Brand Complexity, Clutter, and Confusion

*Steven M. Cristol, Peter Sealey*  
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**Steven M. Cristol, Peter Sealey : Simplicity Marketing: End Brand Complexity, Clutter, and Confusion** before purchasing it in order to gage whether or not it would be worth my time, and all praised Simplicity Marketing: End Brand Complexity, Clutter, and Confusion:

4 of 4 people found the following review helpful. Innovative MarketingBy Brandon HullAn excellent resource for anyone deeply interested in marketing, considering a new business model, or developing a new product.Finally, marketing professionals who will intelligently embrace and (with ease) outline "repackaging" and "replenishing"

strategies. These sections made the book worth the price for me. The only drawback(s) with the book (though I gave it a full 5 stars), are the case studies. Too many of the online grocers are performing poorly in the marketplace to rely on them as standards, whether or not their marketing strategies are exciting and workable. 18 of 18 people found the following review helpful. *Simplicity Marketing Delivers What It Promises* By Lynn B. Upshaw *Simplicity Marketing* is a book that should have a mandatory place on every brand marketer's bookshelf. But it won't stay on the shelf long. . . it's too valuable as a guide on how to sell in the 21st century. Steven Cristol and Peter Sealey have blended insightful brand concepts with street-smart practicality and devised a brilliantly straightforward methodology that is likely to become the weapon of choice for all brand marketers, regardless of the industry in which they compete. The Four R's is literally a formula for success, and an antidote at last for the confusion (among both buyers and sellers) brought about by overchoice and clutter in the marketplace. Just as valuable as the specific cases are the questions raised that should give pause to every marketer who may be shepherding an unnecessarily complex set of brand offerings. Above all, *Simplicity Marketing* provides a lens through which smart marketers will view the world in order to rebuild broken brands, or provide accelerated momentum for those on the rise.-- Lynn Upshaw, brand strategist. Author of *Building Brand Identity*, and lead author of *The Masterbrand Mandate* 2 of 2 people found the following review helpful. *Keep It Simple Whenever and Wherever Possible* By Serge J. Van Steenkiste "Simplicity Marketing" rings particularly true in the most developed economies around the world. Businesses and consumers are often overwhelmed with the complexity of choosing goods and services available to them, many products are full of functions and features that only a small minority of users will ever utilize. To end the prevalent brand complexity, clutter, and confusion denounced above, Steven M. Cristol and Peter Sealey offer their audience four strategies called the 4 R's: Replace, Repackage, Reposition, and Replenish. Cristol and Sealey apply each of the 4R's to a multitude of situations in which the life of businesses and consumers can be made it easier at the profit of marketers cognizant of the importance of stress reduction, simplicity, and convenience. Cristol and Sealey correctly point out that only few companies are ultimately insulated from the 4 R's imperative. Cristol and Sealey also rightly draw the attention of their readers to the fact that the 4R's must be integrated into the brand and product strategy so that the product offered is perceived as part of the solution to the growing complexity of people's lives.

For more than half a century, marketers have bombarded customers with more and more choices in products and services. What is the result? Unprecedented anxiety. Our mental circuit breakers are on overload. In fact, pioneering brand strategists Steven M. Cristol and Peter Sealey assert that we have reached our manageable threshold for making decisions -- and a watershed in product proliferation. In this pathbreaking book, the authors argue with compelling evidence that the next generation of marketing successes will belong to those brands that simplify customers' lives or businesses in ways that are inextricably tied to brand and product positioning. They contend that if a brand is not reducing customer stress, it is creating it -- and it is vulnerable to losing market share to more customer-empathetic competitors. Writing especially for product or brand managers who are struggling to simplify their portfolios, Cristol and Sealey have created a breakthrough framework that is itself a lesson in simplicity. After presenting two essential guideposts for managers to assess where their brand sits on the stress spectrum, the authors turn to the heart of *Simplicity Marketing* -- the 4 R's of simplification: Replace, Repackage, Reposition, and Replenish. Using scores of real-world company examples, Cristol and Sealey show how each of the 4 R's interacts with the others in powerful ways to relieve customer stress and how these strategies may be executed individually or in combination to build brand loyalty. Here for the first time are ten specific strategies to relieve customer stress through consolidating, aggregating, or integrating products and services, repositioning brands for more relevance to stress reduction, and decluttering customers' decision-making requirements. The final pages of this brilliant manifesto for a simplicity revolution provide a guide to managing simplicity strategies, leveraging information technology to simplify rather than complicate customers' lives, and integrating all the tools in the book into an executional blueprint.

From *Publishers Weekly* In an age when Crest toothpaste comes in 45 varieties, consumers long for companies that make life easier by reducing choices, claim Cristol, a marketing consultant, and Sealey, a former global marketing director at Coca-Cola. Playing off the four "P"s (product, price, promotion and placement) that many marketers use to hone their strategic thinking, Cristol and Sealey have come up with four "R"s. "Replace" is shorthand for designing a single product to replace two separate ones (e.g., a shampoo that contains a conditioner). "Repackage" means offering products together that were previously available only in separate locations (e.g., a brokerage firm may choose to sell mutual funds provided by its competitors). "Reposition" entails promoting one's product or brand as standing for simplicity itself (e.g., Honda's old slogan, "We make it simple"). "Replenish" is an odd term for "providing a readily available, continuous supply of zero-defect products or services to the existing customer base... [so] the customer only [has] to make the purchase decision once" (e.g., a McDonald's hamburger in Maui tastes exactly like one sold in Maine). While Cristol and Sealey's focus on simplicity is solid, and their four "R"s make for a useful checklist, their anecdotal examples don't always measure up. Proctor Gamble, which they cite as an example, has been underperforming, and while McDonald's may stand for consistency, as the authors note, the number of choices it now

offers is a far cry from the days of plain old hamburgers, fries and a drink. In the end, more detailed case studies of companies that exemplify each of the "R"s would have helped this effort make the grade. (Oct.) Copyright 2000 Reed Business Information, Inc. From Booklist For years, makers and marketers of consumer goods and services have been offering more and more product varieties as they attempt to target more and more discreet groups of consumers. As Cristol and Sealey report, however, we may have reached a tipping point. Someone wanting to buy Crest toothpaste must now choose among 45 options (tube or pump, gel or paste, etc.); the purchaser of orange juice has 70 choices to make among six different brands. This proliferation of product choices has resulted in "customer overload," and the authors warn "the next generation of positioning successes will belong to those brands that relieve customer stress." Cristol is a brand strategy consultant, and Sealey is Coca-Cola's former global marketing director and now a marketing professor. Using dozens of examples from companies that have already successfully begun to simplify, they demonstrate their "4 R's" strategy: replace (substitution and consolidation), repackage (aggregation and integration), reposition (simplifying the customer "brandscape"), and replenish (continuous supply, zero defects, and competitive price). David Rouse Copyright copy; American Library Association. All rights reserved "Demonstrates keen insight into the growing complexity of people's lives and the need for brand marketers to understand the importance of stress reduction and simplicity in their approach. The book lays out a clear, focused strategy that will be a key ingredient for building successful relationships between people and brands in the 21st century." -- Doug Daft, Chairman and CEO, The Coca-Cola Company "A breakthrough book that introduces one of the big ideas of the next decade. The 4 R's will become a key conceptual management tool in today's complex, cluttered, fast-changing environments. And rarely is so important a book so fun and inspiring." -- David A. Aaker, Vice Chairman, Prophet Brand Strategy, and co-author of Brand Leadership "The 4 R's will be especially helpful to marketers in our rapidly changing marketplace." -- R. L. Wehling, Global Marketing Officer, Procter Gamble "In a world of dizzying technological change and ever-expanding choice, simplicity becomes the ultimate customer benefit. The 4 R's are the blueprint for delivering it. Must reading for all marketers and CEOs." -- Stephen Graham, former VP Marketing Communications Worldwide, ATT "A clear new way of thinking about marketing in a fragmented digital age. We're using the four R's to build sales, brand equity, and competitive advantage for Fortune." -- Jack Haire, President, The Fortune Group