

news, ideas & images

# elements

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EVOLUTION  
IS A GLASS  
HALF-  
FILLED  
WITH WHAT  
YOU HAVE  
ACCOMPLISHED

The New Deal • Mullet Aliases • Jon's Notes • Plus Much More!

# Ch Ch Ch Changes

**By: Bill Campbell**

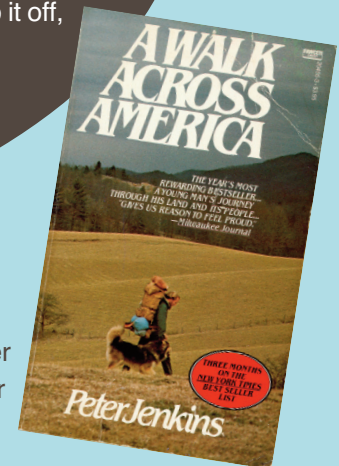
Change is inevitable. Whether it's progress or the end of the world as you know it depends on how satisfied you've been with the status quo.

And, if we've learned anything from the digital revolution, or the rather abrupt collapse of world finance - or a certain presidential election of recent vintage, it's that the status quo ain't gonna stay that way for long.

Every business, every product, every trend has a life cycle over which it evolves, from new and innovative to mature household name to yesterday's news.

How long your brand remains a viable entity depends on factors both within your control and outside of it. Have you kept your product fresh, relevant and visible? Has it evolved with the tastes and interests of the customer? And what's the competition been up to?

Change today happens quickly. Expect it. Anticipate it. Initiate it. Evolution is a glass half-filled with what you have accomplished. Change brings opportunities with which to top it off, along with that excitement we always feel at the start of something new.



## The Road Less Traveled

**By: Brent Taylor**

Recently I came across a paperback that I'd had since college, but never read. It's called "A Walk Across America," written in the early 70's by Peter Jenkins and given to me by my Aunt Hazel.

Like Jenkins' journey on foot from his comfort zone in Alfred, NY to the Gulf Coast, life presents us with many opportunities to grow. Most require deliberate action. It was a challenge for which he trained and planned and through which he evolved. Today, no brand stays the same for long. Prepare, plan and challenge yourself to recognize and even create opportunities to keep your brand evolving. In addition to what I learned by reading the book, I discovered a message from late Aunt inside. So, keep your eyes open. What's around the next curve? Just take a step forward to see.

## Mullet Aliases

- The Backpack
- Camaro Cut
- Mudflap
- Neckwarmer
- Kentucky Waterfall

For more mullet fun, visit [mulletsgalore.com](http://mulletsgalore.com)

# The New Deal

**By: Patrick Tuttle**

I am an avid slick dealer. I troll numerous websites every day looking for the best deal on things I need, or think I need. And not your typical 10% off coupons, either. Oh, no. These are "slick deals," unusually large offers and discounts that are available only because of a mistake, a misprint or the leaking of a secret code.

But are these miscues real, or are they deliberately planted? For example, just before Christmas 2007, I learned of a special "friends and family" promo code for 75% off at the Vera Bradley website. I don't "get" designer chic, but my wife and sister loved the bags I bought for them. After six hours, the site "fixed" its mistake. The code didn't work anymore, but the company did honor all purchases that had been made with it.

Now, if I'm right, the Bradley marketers had leaked the code on purpose to create buzz and sales. They used the Internet to target the slick dealers, many of whom, like me, bought items about which we normally wouldn't even think twice, especially at retail prices. And their ingenuity will continue to pay dividends. I'll go back to Vera Bradley, even without a promo code, because people I love like their stuff, and I like their customer service. Sounds like they pulled off a pretty "slick deal" to me. I'm just saying.



## From Bowl-Cut to Mohawk (or Yesterday's Gone)

**By: David McLawhorn**

A time comes for all of us when we realize that we need something different. If we've gotten bored or complacent, it's time to change things up. One of the simplest ways to get re-energized and back on track is to change something on the outside: your look, your style, your environment. It's the kind of thing that can have a positive impact on how you feel about yourself and how others see you.

It's no different with websites. They can become stale and out-of-date so quickly and easily that it is essential to keep them fresh in content, appearance and function. More and more, a website is the public's first impression of a business. If your site is visually behind the times or your content is outdated, it speaks volumes about your brand. Maybe it's time to change your virtual look .... maybe a mohawk?



# Jon's Notes

**By: Jon Kemp**

Change scares some people. Really conservative people (you know who you are) simply like to maintain the status quo. A few years ago, I suggested to my mother that she consider a small SUV the next time she was trading cars. She had always driven a sedan and thought of an SUV as a truck. That is, until she drove one. Now, she LOVES her little Lexus SUV. Denna – my wife and our Media Director, hated Macs. When her PC expired, I thought our IT guy was going to slit his wrists unless I replaced it with an iBook which, against Denna's wishes, we did, and now she's a Mac lover. Tony and I recently traded in our gas-guzzling company cars for Prius Hybrids. As a result, our gas bill has shrunk in half and our carbon footprint (whatever that is) just got a lot smaller and that, apparently, is a change for good. Change is also good in the case of oil, seasons, underwear, smoke alarm batteries and, sometimes, your mind.



## Let's Talk

How successful is your brand? Need more? Contact Jon Kemp or Tony Faucette at **869-2155** and let's talk. For over 50 years our expertise and personal attention to each client has helped us build our own unique brand.

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