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The great marketing pretender

by Gianni Anchois

The power of nursery rhymes

We all know a few nursery rhymes.

Maybe we remember some from a young age, or maybe we still tell them to our little kids. Or maybe we just play an adapted “rock ‘n roll” version of them (“Mary had a little lamb”)!

The core strength of nursery rhymes is of course their property of channelling powerful concepts, metaphors, strong imagery, fictional and true stories all at once, in a format that is easy to remember hence easy to tell and re-tell.

MESSAGE IN A RHYME

So why don't we use the very same structure for our marketing messages? After all, that's exactly what we marketers are after: clear yet powerful message, distinctive imagery easy to remember and to associate with our brand, potential to become viral by virtue of being entertaining, easy to tell and share.

Instead of spending an enormous amount of time to get a tagline just right, or to come up with a memorable jingle or a good catch on a video ad, why can't we just package our story as a nursery rhyme?

INTEGRAL REPETITION

Let's build a really integrated marketing message – value proposition, customer benefits, silver bullets, differentiators – into something that can be repeated “verbatim” over and over again. Something really well crafted, that anybody at any given time can just pass on with the same convincing tone without even having to think about it. Informative, entertaining and fun at the same time.

It would be valuable in terms of clarity and conciseness. It would not require interpretation or adaptation for use in different contexts. It would foster the development of a homogeneous marketing message to customers and prospects.

A QUESTION OF IDENTITY

This is our company. This is our product. This is our voice. And this is our nursery rhyme that will stuck in your head.

And it can also be fun for creative people, trying to squeeze your product's 25 exclusive features or your service's 15 unique customer benefits into a 10 second catchy refrain!

Give it a try: take a brochure of any product you fancy, and try to build a nursery rhyme for it.

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