

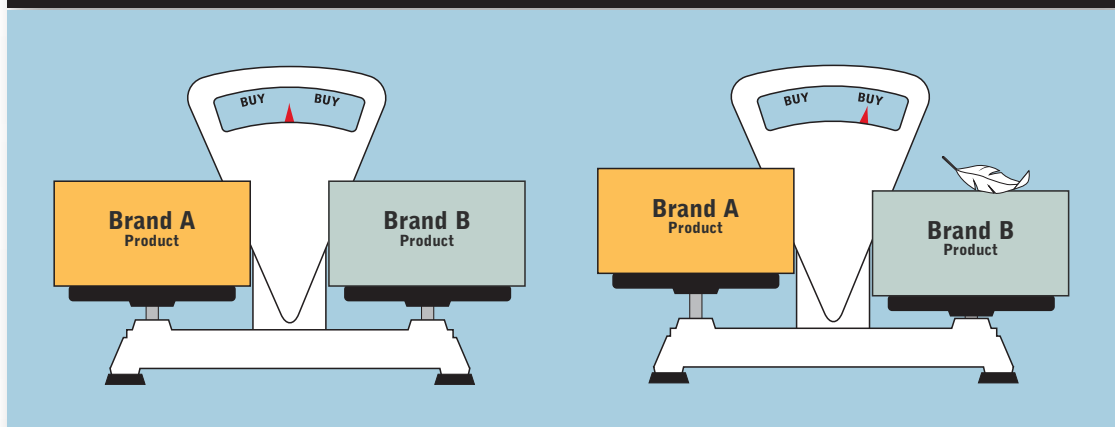
The Feather Effect

Marketers spend more than \$400 billion each year¹ promoting their brands to customers and prospects. Although many think advertising must have a massive impact on its audience in order to be effective, it's often the more subtle effects of consistent, repetitive promotion that influence which brands get noticed.

Small things can make a big difference

Consider two products with similar features and benefits. Same price. Comparable marketplace perception. In marketing a product of this type, something small—such as a print or TV ad, a coupon or even a memorable slogan—could be all it takes to tip the scale in one brand's favor. Think of these minor effects as “feathers,” something small and lightweight, added to one side of the scale.¹

How the Feather Effect works



When audiences can't distinguish the differences between brand benefits, a marketing “feather” can shift the balance in one brand's favor.¹

Even a single feather can tip the scale in one brand's favor. Through the process of repetition, these “feathers” can gradually produce major perceived differences between brands—and ultimately create an even greater preference for a brand.

Executive Summary

- Company executives often think it takes something big and dramatic in marketing to make a difference.
- Doing something big, dramatic and different is often difficult for products in parity with their competition.
- Very small differences can result in preference shifting from one brand to another.

¹ Sutherland M, Sylvester A. *Advertising and the mind of the consumer*. 2nd ed. Allen & Unwin. Australia; 2000.