



Monthly

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Marketing Morsels

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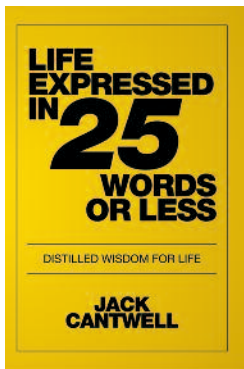
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jack@skylimitmarketing.com
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Mailing address:
19 Springhouse Drive
Myerstown, PA 17067



BIG GAME DECISIONS LOOM.

It is that time of year Morsel readers.

While the old GOAT and the young GUN and their teams figure out how to score more points than the other guy on February 7th, marketers are deciding if this this the right year to plunk down \$5.5 million to communicate to 100 million or so viewers to endear themselves to the world for a full thirty seconds. What is the right tone this time in a pandemic filled world? Does levity work in this atmosphere? And what about a message about Unity?

It is a marketing dilemma expressed succinctly by a top ad agency professional, Bill Oberlander, (quoted in the NY Post) *“For the Super Bowl, you generally go big or go home. I think brands are going home, I think brands are going home rather than spending millions of dollars and not getting it right. They are saying, “Let’s wait until the s--- storm clears.”*

Some regulars will be on the sidelines this year, like Budweiser, Coca Cola, Hyundai, Olay, Little Caesars, and Ford. Many brands are playing it safe, considering the atmosphere of political unrest and record unemployment. A statement from Coca Cola reads *“The difficult choice was made to ensure we are investing in the right resources during these unprecedented times.”* All these brands consider this a temporary time out.

Like many in my profession, I will be tuning in on February 7th for the game (of course), but also to *“role play”* the marketers who figure out the takeaway messages that they feel are worth the expense. It is especially tricky this year. Watch for a sprinkling of humor. Despite the times, we can all use a little levity.

Happy February...
be nice to your Valentine.



Call Jack Cantwell at Skylimit Marketing
717-269-0288
for a free consultation.
You can also email
jack@skylimitmarketing.com
or visit www.skylimitmarketing.com

