



Latest Episode



## ANNE VS APRIL: WEEKLY POV

The return of the flip phone- worth revisiting or trying too hard?

**Anne:** Trying too hard. It is like what is old is new again...but we forget why it had its time and we moved on. Like bell-bottoms. Seems like a great fashion statement, but oh yeah...you have to wear heels to make them work or else you trip over them. But then you trip in the heels. I digress. The thing with flip phones is that they require an additional step in what has become a convenience-obsessed world. When it was first introduced, it was cool and novel. But most had to use two hands in opening it. Then, when the hinge broke (which I know mine did), the phone was rendered unusable. Make way for the smart-phone which rectified both of those issues. Net, I think it is a fad...but I find the tv ads really well done.

**April:** Oh geez. Trying too hard! This is where my love/hate with retro comes in. There are things, (i.e. the show Stranger Things) that do a BRILLIANT job of bringing past generational trends to life in a charmingly reminiscent way. And there are things I can appreciate like a SUPER old, worn in, soft as butter leather jacket or a turn table with old records where you can still hear the static. Authentic, right? What I cannot get on board with is when something feels gimmicky and like it is trying to make a quick buck. And that, in this instance, is the flip phone.



Photo credit: Fudzilla

## BUILDING SAVVIER MARKETERS

### TIP OF THE WE

Your Brand Character is an essential part of your brand. While your Brand Story exemplifies your "why", your Character articulates the "how". It becomes what is in essence your personality. A good place to start is to think about your brand like it



### ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what

were a person and describe the way that person shows-up, acts, behaves, and is. For more on this, check out the Marketing Smarts episode: [4 Guidelines for Creating a Strong Brand Character](#)

makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

[More About Us](#)

## GET IN TOUCH



Forthright People, LLC [Contact Us](#)

Forthright People | PO Box 43174, Maderia, OH 45243

[Unsubscribe](#) [laura@forthright-people.com](mailto:laura@forthright-people.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [laura@forthright-people.com](mailto:laura@forthright-people.com) in collaboration with



Try email marketing for free today!