



Latest Episode



## ANNE VS APRIL: WEEKLY POV

### What is the best tv ad you have seen recently?

**Anne:** I am getting a kick out of the State Farm Personal Price Plan ads. I especially like the one with Coach Reid because he is just so unexpectedly good. Perfect example of how you don't just throw celebrities in an ad. You leverage their personality to create clever, memorable messages that capture attention.

**April:** The Shaq-a-Roni is back for Papa Johns and I LOVE the commercial with Shaq playing multiple roles. I have not made it a secret that I ADORE the man, not just because he is a business mogul post-basketball career, but because his sense of humor is refreshing and fun. This is another example of his business savvy meeting his personal brand to hit the right tone and market his ownership in the Papa John's franchise.



Photo credit: State Farm



Photo credit: Papa Johns'

# BUILDING SAVVIER MARKETERS

## TIP OF THE WEEK

If you don't have a project manager, get one. Not only are they highly skilled in processes, but they love detail and organization. All the things you don't have time to do. For more on how PM's can save your business and your sanity, check out our Marketing Smarts episode: [The Power of the PM \(Project Manager\)](#)



## 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 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...

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