

## Poor Advertising Is Better Than None

An advertisement that ran for months on St. Joseph radio stations opened with the statement, "When people talk about pharmacies they always mention Shanin Pharmacy."

"How stupid," I thought each time I heard it, "When was the last time I or any of my friends or business associates talked about pharmacies." But the advertisers kept running it week after week. Why? Well, obviously because it worked. They were able to measure a profitable increase in customers after the ad went on the air.

Why did it work? First, because no other pharmacy in town advertised on the radio. So, day after day, Shanin Pharmacy built top-of-the-mind awareness at the expense of its competition despite the lack of advertising sophistication. This hometown business answered rather dramatically the often asked advertising question, "Is poor advertising better than no advertising?" YES!

Some advertising may be so repulsive and so disgusting that it drives away everyone who reads it. But I have never seen advertising like this, certainly not in livestock publications. On the other hand, the business that does absolutely no advertising and promotion, makes absolutely no sales. Someone must know you have something to sell before they can even consider buying it. And the more people who know the better off you are.

If the owner of the pharmacy had located his business in a back alley off a side street with no windows, no sign on the building and no name on the door, and told no one about the business, he would have had not a single customer.

Had he put a sign in front of his building someone would eventually have seen it and stopped in. If he had also put a

sign on a busy street pointing the way to his store, more business would result. If he moved the business to a busy street and added an attractive window display, more business would be attracted. Each time more people learned of his business and its merits, sales opportunities would increase. He could expand business more by passing out flyers, by having someone deliver them door to door in the neighborhood, or by placing local advertising in newspapers or on radio or television.

If you are the only Angus breeder who advertises on your local radio station or in your local newspaper, it will attract inquiries regardless of the quality of the ads. The better the advertising the better it will work. That's particularly true if your advertising is in competition with other registered cattle breeders.

So don't bother asking yourself whether or not you should advertise and promote. You must, you have no choice. Don't worry about whether poor advertising is better than no advertising — it is. If you want to start your next ad with the sentence, "When people talk about Angus breeders they always mention My Place," then go ahead and do it. It will bring potential customers to your place of business. Just ask Shanin Pharmacy in St. Joseph, Mo.

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