

MARKETSHARE THROUGH MINDSHARE

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Happy New Year! This first issue of 2015 picks up on one of last year's biggest marketing issues...the "Mayonnaise Wars," and rounds out with media, sports and some scary Halloween facts. Ring in the new year right, and enjoy this issue!

Published Irregularly, Not Erratically

Condimentia?

1. Believe it or not, the annual USA market for mayonnaise sales is \$_____.

- a. \$50 million
- b. \$100 million
- c. \$1 billion
- d. \$2 billion



2. The USA's best-selling condiment of any type is:

- a. Hellmann's mayonnaise
- b. Heinz ketchup
- c. French's mustard
- d. Best Foods mayo



3. Hellmann's sued Hampton Creek for labeling its egg-free mayonnaise "Just Mayo" because...

- a. It didn't contain eggs, an essential ingredient in "mayo"
- b. It contained sugar
- c. It abbreviated "mayonnaise" as "mayo" on the label
- d. It spelled Hellmann's incorrectly in its advertising



4. The second best-selling condiment in the USA is:

- a. Tostitos Salsa
- b. Heinz Ketchup
- c. Miracle Whip
- d. Texas Pete Hot Sauce



5. Mayonnaise dwarfs other condiments in USA sales. Which condiment is second with \$764 million in sales?

- a. Mustard
- b. Salsa
- c. Ketchup
- d. Barbecue sauce



Boo! Halloween Is Big Business!

Just how much do Americans spend on costumes of ghouls, goblins and ghosts? You'll be surprised if not scared.

6. USA Halloween spending in 2014, including candy, costumes and decorations, totaled:

- a. \$3 billion
- b. \$5.5 billion
- c. \$7.4 billion
- d. \$10.6 billion



7. How about sales of pet costumes in 2014? (Yes, hamster habits, doggie duds and kitten clogs.)

- a. \$25 million
- b. \$50 million
- c. \$70 million
- d. \$350 million



8. How about annual sales of Halloween candy? This is scary!

- a. \$150 million
- b. \$300 million
- c. \$1 billion
- d. \$2.5 billion



Media

9. The highest grossing movie of 2014 with \$335+ million in sales was:

- a. Transformers: Age of Extinction
- b. Godzilla
- c. Guardians of the Galaxy
- d. Maleficent



10. The USA's most watched TV series with an average of 23+ million viewers was:

- a. Two and A Half Men
- b. The Walking Dead
- c. The Big Bang Theory
- d. NCIS



11. In 2014, the number of regular USA-market digital radio listeners hit a new high with ____ listeners.

- a. 112.9 million
- b. 158.8 million
- c. 175.8 million
- d. 183.4 million



Truckin'

12. The USA leader in pickup truck sales in 2014 (and for the last 37 consecutive years) is:

- a. Ford
- b. GM
- c. Dodge
- d. Nissan



13. In a risky and revolutionary move, some new trucks in 2015 will be made largely of:

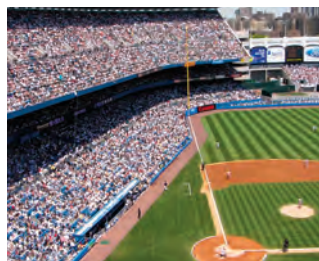
- a. Composite materials
- b. Aluminum
- c. Plastics
- d. Galvanized iron



Sports & Leisure

14. In 2014, Major League Baseball's total paid attendance was down slightly, but still reached:

- a. 43 million
- b. 53 million
- c. 73 million
- d. 103 million



15. In 2013-2014 college hoops, which school led all others with an average attendance of 26,000?

- a. North Carolina
- b. Louisville
- c. Kentucky
- d. Syracuse



16. Total NBA attendance in the 2013-2014 season reached ____ million?

- a. 21 million
- b. 12 million
- c. 80 million
- d. 42 million



Congratulations to:

• **The NSWCA!** The Nassau Suffolk Water Commissioners' Association recently elected a new board for the 2015 term, including Thomas P. Hand of Massapequa Water District, who succeeds outgoing President Howard Abbondandolo of the Albertson Water District, 1st Vice President Raymond J. Avena, 2nd Vice President Andrew N. Bader, Secretary Vincent Abbatiello and Treasurer Karl M. Schweitzer, a past NSWCA president. www.nswcawater.org. Congratulations to all!



• **CSI Makes The Scene.** CSI has launched PerfectFit™, a new product and engineered to fit the evolving painting storage requirements of private individual and corporate collections, conservation labs and historic houses alike. Need storage for your Rembrandts, Picassos and Matisse's? PerfectFit™ is the perfect solution. www.csistorage.com. Logo design by Adam Strickland.



• **Anti3 Protect Series** as they recently launched their product line of **Organic Body Wash, Foam Sanitizer, Equipment Spray, Laundry Detergent** and **Disinfecting Concentrate**. Designed to **Cleanse, Defend, and Prevent**, **Anti3 Protect Series** is formulated for today's athletes. Providing the ultimate protection against skin infections and keeping people safe from potentially harmful environments. PMG collaborated with Chris Ferrara and Dean Spinato of **Anti3 Protect Series** to develop the new identity along with the new package design. For more information about Anti3, visit: anti3protectseries.com.



• Congratulations to all at the **Huntington Fire Department**. The Department's 1921 American LaFrance pumper, in service from 1922 until the late 1940s, has been returned. Look for the beautiful museum piece at parades in 2015.





- ▲ **Jamie Stanco**, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing, messaging, positioning and branding.



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- ▶ The *ballerina linebacker* symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.



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ANSWER KEY

1) d, 2) a, 3) a, 4) a, 5) b, 6) c, 7) d, 8) d, 9) c, 10) c, 11) b, 12) a, 13) b, 14) c, 15) d, 16) a