

MARKETSHARE

VOLUME 9 • NUMBER 4

MINDSHARE*

Published Irregularly, Not Erratically

WELCOME TO VOLUME 9 NUMBER 4!

Thanks for all the compliments on our last issue of *Marketshare Through Mindshare*SM "A Study In Scarlet". Megan Lukas is the designer who made it all so vivid. Look for a similar discussion of the nature of the color **Blue** in an upcoming issue.

This issue includes some interesting facts about paper, money and peanut butter! **Enjoy!**



What's more American than peanut butter? Aside from the fact that peanut butter originated with the Inca in Bolivia, the USA alone produced \$2 billion in peanut butter sales last year. That's a lot of jelly!

- 1. The best-selling peanut butter brand in the USA is:
- a. Skippy
- b. Jif
- c. Peter Pan
- d. Planters
- 2. Which brand is the #1 selling peanut butter in China?
- a. Shanghai Delight
- b. Skippy
- c. HGNF (Hunan Ground Nut Flavor)
- d. Peter Pan
- 3. What percentage of U.S. households eat peanut butter?
- a. 25%
- b. 50%
- c. 75%
- d. 95%
- **4.** What's peanut butter without jelly? According to reliable sources, in the Fiji Islands peanut butter is most often eaten with:
- a. Honey
- b. Green peppers
- c. Bean sprouts
- d. Salami

























MARKETSHARE THROUGH MINDSHARE

MIXED MESSAGING:

- 5. MTV has always been with us, right? Actually, the channel made its debut on:
- a. June 15, 1980
- b. July 4, 1977
- c. October 4, 1982
- d. August 1, 1981
- 6. Venerable chicken retailer KFC is phasing out the image of its founder.
- a. General Monroe Vicinitti
- b. Sergeant Ernie Bilko
- c. Colonel Nehemiah Mustard
- d. Colonel Harlan Sanders



- a. 665
- b. 879
- c. 416
- d. 1100

MUSIC TELEVISION

PAPER: IT'S STILL VERY MUCH A PRINT WORLD:



- a. 85%
- b. 78%
- c. 37%
- d. 11 %



- a. 66%
- b. 56%
- c. 46%
- d. 36%



- a. A.D. 1492
- b. A.D. 1776
- c. A.D. 37
- d. 140 B.C.









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11. The p	ercentage o	f paper	typically	consumed	in the	USA	that is U	SA-made
is								

- a. 100 %
- b. 90%
- c. 45%
- d. 40%



PRINTING PAPER. AS IN MOOLA! GREENBACKS! BUCKS! FRANKLINS!

12. In fiscal year 2013,	the U.S. Bureau of Engraving And Printing printed
approximately	notes of various denominations per day.

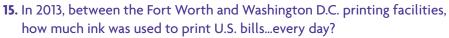
- a. 26 billion
- b. 26 million
- c. 26 trillion
- d. A lot

13.	The printing of bills costs the Bureau	cents per note regardless
	of denomination.	

- a. 8.7
- b. 10.0
- c. 1.1
- d. 12.8



- a. 14.5
- b. 5.1
- c. 66.0
- d. 54.9



- a. 15.6 tons
- b. 105.4 tons
- c. 11.1 tons
- d. 9.6 tons



- a. 5-dollar bill
- b. 50-dollar bill
- c. 100-dollar bill
- d. 20-dollar bill













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CONGRATULATIONS TO:

The Nassau Suffolk Water Commissioners' Association (NSWCA) has a brand spanking new website and logo. Designed by Megan Lukas and built by Ross Mahler, the new site explains and illustrates the organization's mission, purpose, member districts, as well as water facts. www.NSWCAwater.org





Platinum Payroll, the Great Neck NY-based Professional Employer Organization and HR solutions' provider, is undergoing a marketing makeover and rebranding campaign. A new identity and logo designed by Adam Strickland and Liz Wisnieski is setting a gold standard for the organization.

The Pryor Law Firm (Garden City) recently debuted their new 30-second television commercial featuring well-recognized personal injury attorney Kenneth Pryor. Creative credits to Gary Cucchi and Jamie Stanco and Director/Producer Robert Nastasi for film and digital edit. If you, or someone you know needs a personal injury attorney, look no further than The Pryor Law Firm! **Click Here**



Jamie Stanco, President and Founder of Progressive

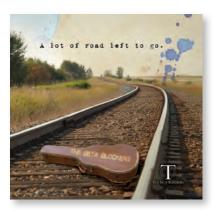
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on strategic marketing, messaging, positioning and branding. Contact us

to assess your program.

The ballerina linebacker symbolizes Progressive Marketing Group, Inc.



The Beta Blockers new CD A Lot Of Road Left To Go is now available on <u>Amazon.com</u>. It features 5 new tunes including "Crazy Linda". And it's still available from <u>itunes</u>. If you're into original rock music, check it out!



Linda says when your tank is empty
That's the end of the road
Well our tank ain't quite empty
There's a lot of road left to go.



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

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ballerina and the tactical marketing power of a linebacker.

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