



## WELCOME TO VOLUME 9 NUMBER 4!

Thanks for all the compliments on our last issue of *Marketshare Through Mindshare*<sup>SM</sup> "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!**



### APPLE PIE, CHEVROLET & PEANUT BUTTER:

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



**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



7. The average email subscriber gets \_\_\_\_\_ commercial messages a month.  
(Gee could it be so few?)

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



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

8. What percentage of the world's forests are used for papermaking?

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

9. What percentage of the of raw materials used for papermaking are recycled?

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

10. Most experts agree that papermaking (not papyrus!) dates back to circa \_\_\_\_\_ in China.

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



11. The percentage of paper typically consumed in the USA that is USA-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



14. The most one dollar bills ever printed in one year was in 2000 when the Bureau printed \_\_\_\_\_ billion singles.

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



15. In 2013, between the Fort Worth and Washington D.C. printing facilities, how much ink was used to print U.S. bills...every day?

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



16. Other than \$2 bills, the denomination least printed in 2012 was the:

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





## 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](http://www.NSWCAwater.org)





**PLATINUMPAYROLL**  
PROFESSIONAL EMPLOYER ORGANIZATION

**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](#)



The **Beta Blockers** new CD *A Lot Of Road Left To Go* is now available on [Amazon.com](http://Amazon.com). It features 5 new tunes including "Crazy Linda". And it's still available from [itunes](http://itunes). 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.* 

**Jamie Stanco**, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing, messaging, positioning and branding. Contact us to assess your program.



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.



**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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