



Quotations from our Founder

SUBSTANCE

2025 SUBSTANCE



n November 29, 1967,
Lester Wunderman
spoke at MIT. His
topic was “Direct
Marketing: The New
Revolution in Selling.”

LESTER SAID:

“We are living in an age of repersonalization and individualization. People, products and services are all seeking an individual identity. Taste, desire, ambition and lifestyle have made shopping once again a form of personal expression. A computer can know and remember as much marketing detail about 200,000,000 consumers as did the owner of a crossroads general store about his handful of customers. It can know and select such personal details as who prefers strong coffee, imported beer, new fashions,

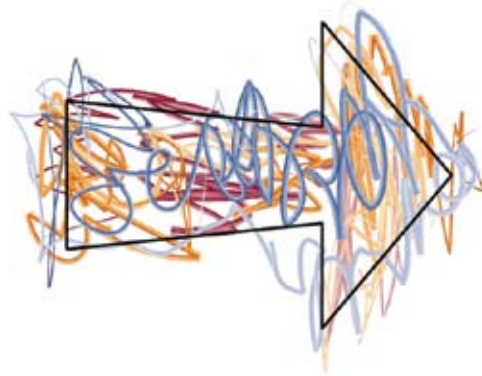
bright colors. Who just bought a home, freezer, camera, automobile. Who had a new baby, is overweight, got married, owns a pet, likes romantic novels, serious reading, listens to Bach or the Beatles. New marketing forms which will link these facts to advertising and selling must evolve – where advertising and buying become a single action.”

THESE WORDS ARE JUST
AS TRUE TODAY AS THEY
WERE WHEN FIRST
UTTERED 40 YEARS AGO.

AND, LESTER CONTINUED:

“Those marketers who ignore the implications of our new individualized-information society will be left behind in what may well come to be known as the age of mass production and marketing ignorance.”

We hope that you will enjoy the wisdom of Lester and reflect on the implications of his thinking. We do. And, we have added to each quote an actionable concept based on the *WUNDERMAN WAY* – read on...



“**2S**

ccess through
substance. It’s a
simple formula and
one that serves our
clients well.”



In Lester's world substance trumps perception. It is one of the great distinguishing factors of the *Wunderman Way* versus general advertising.

Advertising is about perception: what kind of image can I create around a product or service; how do I build perceptual equity; can I hint at a sense of experience and communicate a reason to consider and ultimately buy and try. Advertising is limited to units of time and space and is only outbound.

Substance is about the actual and total experience you have with the right product or service. It's about weighing your needs; deciding what's right for you; comparing price and methods and channels of fulfillment; sharing your experience in a like-minded community. It's about communicating with the company that sells the products you want to buy. Substance is grounded in the journey the customer takes on this quest. Substance is interactive and creates dialog.

The *Wunderman Way* looks at content and the information needed **to convert lookers to triers, triers to buyers, and buyers to valued customers**. It provides a means to educate consumers and develops the platforms upon which they can communicate and develop dialog.

Substance demands a rigorous approach to data collection, analysis and insight, and ultimately leads to programs that add value to people's lives. Programs that inform, educate and entertain.

“



Your share of
loyal customers,
not your share of
market, creates
profits. Spend
more on the
good customers
you have.”



It seems almost anti-business, doesn't it? Yet think about how your profit and, yes, your sales picture would change if you could identify your best and most profitable customers; talk with them; listen to their needs and respond in kind; develop unique offers with them; and in general be responsive in ways that deepen your profitable and long-term relationship with them.

Now that you've thought about it, do it.
Be sure to embrace the *Wunderman Way*
of thinking that

ALL RELATIONSHIPS ARE LOCAL.

No longer is there a need for mass,
mindless marketing or dispassionate long-
distance relationships with your customers
and consumers. You have the ability to
conduct an up-close and personal affair
with your customers.

Tell the truth. Which would you rather have?

“**A**

A

quire with
the intention
to retain, and
retain with
the intention
to grow.”



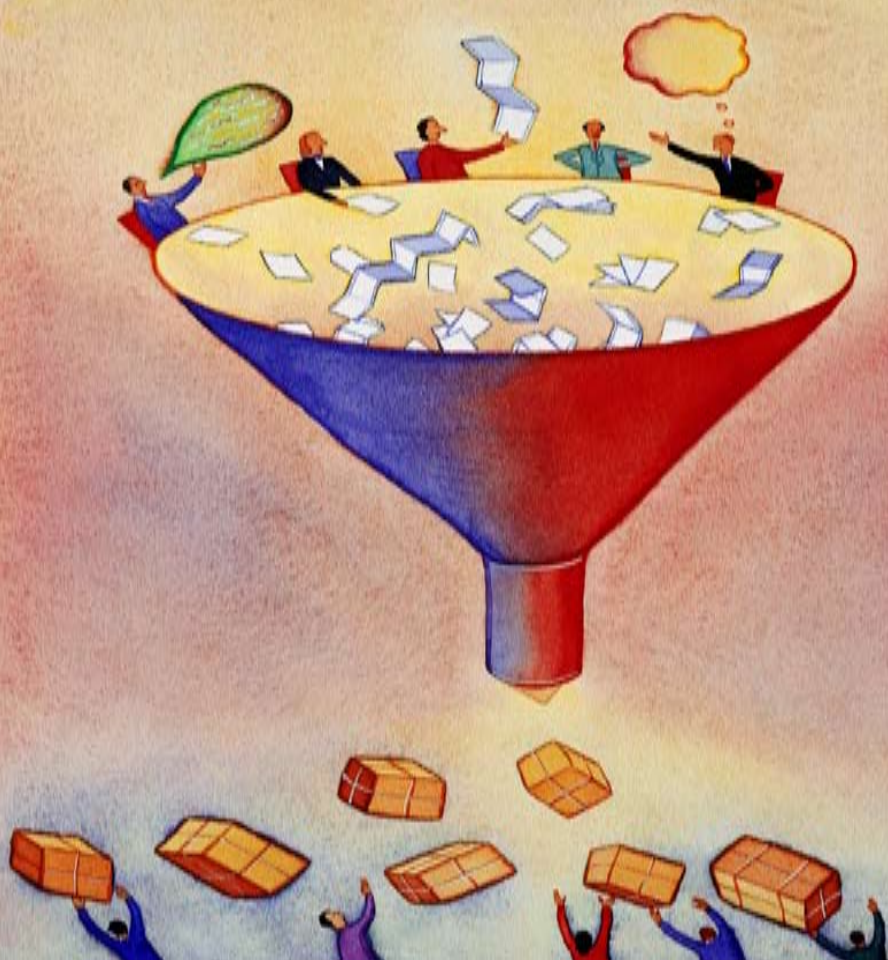
We all know the famous line that says “half of my advertising goes to waste...if I only knew what half...” The irony is, even if the half that has some value is identifiable, you are still not focusing money on customers with the best potential – those that will give you repeat and profitable purchases. Think about the *Wunderman Way*...

BRANDED ACQUISITION AND RETENTION

The *Wunderman Way* helps you determine who to acquire and why. It gives customers reasons to convert to your brand and a pathway to continue transacting. It turns acquisition from a mere short-term additive revenue exercise to an exponential long-term brand-powered profit one.

Now, are you really about churn and burn?

“**b**ompanies should acquire customers with the intention to loyalize them. But the right customers must be persuaded to want what the product does rather than what the promotion offers.”



It's not enough to identify our best potential customers. It's only a start. What is critical is how we bring them into our franchise. If we constantly reward them to continue their current behavior, how strong is your relationship? The next big hunk or pretty face that comes along will snag them and no doubt kick dirt in your face at the same time! If our relationship revolves around the

experience, there is a basis for a commitment.
This gets to the *Wunderman Way* notion of

LIFETIME VALUE.

Do the math yourself. Keep me a short time because you pay me off or have me around a long time because I love what you stand for.

“

oyalty, by definition
and in practice,
is a concept
that suggests a
kind of fidelity
that transcends
personal advantage.
I am loyal to my
country. If asked to
defend it, I would

put my life at risk, as millions throughout history have done. I am loyal to my family. If they are threatened, I will protect them at any cost, as many do every day...”

“



ut can I be similarly
'loyal' to a brand of
toothpaste, soap,
beer, airline service
or office equipment?
Not this side of a
mental institution!”



Would you really expect someone to go to a store and barricade themselves in an aisle, threatening a hunger strike, if they couldn't find the toothpaste they wanted? Would you? At best we might go down the block once to the next store – or perhaps not. With the proliferation of new products, choice (and more choice) rules the purchase decision today. Yet, there are those who still think they can control the consumer. An entire industry called Customer Relationship Management (CRM) was built on that notion. That industry professes to control purchase and repurchase through plug and play software. Well, maybe not exactly plug and play – plenty of consultants, engineers and money were needed to revamp systems and

processes. What happened? Not much. If it did, every company that installed such a miraculous engine would be the biggest and most powerful of its kind. Here is the truth expressed in the *Wunderman Way*:

CRM = CUSTOMERS REALLY MANAGE

Customers hold the remote control. They can speed us up and slow us down, or worst of all, turn us off. We can no longer afford to think we (marketers) are in control and that we manage them. CRM equals Customers Really Manage.

If you are a control freak, give it up!

Ask yourself if your approach to the market is about perceptual equity or if it's about substantive marketing communications opportunities that will connect you with your best and most profitable customer segments.

IF THE ANSWER MAKES
YOU CRAVE A DIALOG...
BEGIN ONE WITH US...
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or feel free to contact us –

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