Share a book letter: *R.E.D. Marketing*

Subject: *What works and what does not work in real marketing?*

Dear ……… ,

*What works and what does not work in real marketing?*

The unique learning from the book R.E.D. Marketing is, what worked and what did not work in Marketing. The findings are based on spending billions of dollars, year after year in over 150 countries. Through consistent measurement and analysis of actual sales results from marketing actions, has led to create a refined approach to marketing, based on actual consumer’s purchase decisions. Findings not based on marketing research only or trying to understand why people buy, but on the actual act of buying.

The earlier published book Evolutionary ideas, written by Sam Tatam, reveals that behavioural science principles, shaping people’s culture, ideas and innovations are based on ‘Where has it been solved before?’ And how can we apply it in our own situation to solve our problems. These solutions to problems are faster, more efficient, more effective and create more impact. This is the great learning from the book R.E.D. Marketing.

The authors also concluded that marketing is half Science, and half Art. Science uncovers human beings’ true desires and motivations making decisions. Art figures out how to respond to buyer’s impulses in a compelling, original, and memorable way. Marketing is melting expertise’s, learning from what is happening in the real world and act on these findings.

Great brands need to embody three brand attributes, and behave, act, and apply these accordingly to three attributes, abbreviated by R.E.D. R. = Relevance fulfils a desire of the consumer. E. = Ease facilitates access, being able to conveniently buy the brand’s products. D. = Distinctiveness, to easily recognize the brand, differentiating from the competition. These three key words play a big role together in making a brand flourish.

The authors came to the conclusion not to worry endlessly about every nuance of consumer’s motivation for buying a branded product. None of us know what the real motivations are people buy our product. The biggest secret of marketing is to discover the psychological motivation why consumers buy, based on actual sales.

The learnings from the book come from analysing tons of data, resulting from actual spending billions of dollars, to measure sales resulting from paid and unpaid marketing actions. Results from a period of nine years around the world. This is knowledge from the actual world, creating the confidence and skills to adapt to what is sure in marketing in fast-changing environments. The idea is to enable people to make breakthrough work in all its Relevant, Ease, and Distinctive glory.

Note from the editors of the book R.E.D. Marketing: “At Ogilvy Sydney we are guided in our work by the findings from this book for all our clients”.

Listen to the Podcast how Rory Sutherland, the author of the book *Alchemy*, gives examples of brands that did crack the code. Study the *Mindmap* and the *Actions for Impact*, then read the *Summary* for more in-depth insights.

<https://globalreadingclub.com/books/red-marketing>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *R.E.D. Marketing*