

# You have two cows...



You have two cows. You send a letter to your neighbor saying, “My cows produce great milk. How about helping me produce even more, and even better, milk?” **That's Direct Mail.**

You have two cows. You give a dollar to a friend in high places and ask her to put your milk on the White House menu. Pretty soon everyone is drinking your milk and asking to have their picture taken with your cows. **That's Promotion.**

You have two cows. You give a dollar and a picture of your cows to the newspaper. Your neighbor sees the picture and remembers that your cows really do produce great milk. **That's Advertising.**

You have two cows. You give away free milk to a thousand poor children and ask a friend to tell the local TV station. That night your cows are on the evening news. **That's Public Relations.**

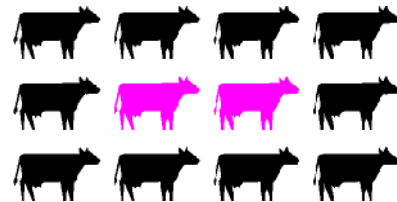
You have two cows. You sell one to a neighbor, but it produces sour milk. You offer to pay the vet's bill, then you leave a bottle of milk from your other cow on the neighbor's doorstep, along with a jar of chocolate sauce. **That's Customer Relations.**

You have two cows. They wander into town and leave a mess. In a meeting hosted by you, the townsfolk tell you to clean it up. You promise to keep your cows in their pen. Then you pass out milk and cookies. **That's Community Relations.**

You have two cows. You get the townsfolk to agree to let you build a pen for your cows on the town square. **That's Positioning.**

You have two cows. Your neighbors tell you what they really want is flank steak, so you start breeding your cows, open a butcher shop and spread the word. **That's Marketing.**

You have two cows. You paint them pink. Everyone else's cows are black. **That's Branding.**



You have two cows. Your neighbor COMES OVER to your place to say, “Everyone keeps telling me those pink cows of yours give great milk. What do I have to do to get some?” That's the **POWER** of Branding.