

Advertising Executive Says

# Promotion Will Put Eggs in Orbit

"Advertising is all the egg industry needs to become a major, high-flying Clear-Eyed Profit Bird," John Cole, Senior Vice President of Buchen Advertising, Inc., told those attending the 30th Annual Membership meeting of the Poultry and Egg National Board in Chicago recently.

Cole pointed out that about 90 per cent of all households buy eggs with little advertising or promotion by either the retailer or the industry. The retailer does little because of the lack of stimulation by the actions of the egg industry.

The very fact that all food stores handle eggs and most families use eggs make them easily responsive to advertising. The facts that there are no national brands or national distributors also argue for a national advertising program for eggs as a commodity.

Cole used seven kinds of imaginary birds to illustrate his points.

The "Rara Avis" or the rare bird is sure his business is unique, his product doesn't need advertising, his market won't support it, and his distribution works fine. "He may never learn to fly," it was pointed out.

The "Grounded Basic" has never tried to fly because he's hung up on production and expects customers to beat a path to his door.

The "Short-Sighted Hold-back" occasionally roosts with large flocks, called associations, but doesn't want to waste any of his plumage feathering the flock's nest.

A semi-flightless bird was the "Fearful Thrasher." He convinces himself he's an economist and conditions are never "just right" for advertising. He hasn't learned that advertising is a marketing tool that can change times, prices and demand.

The first cousin of the "Grounded Basic" is the "Traditional Ditto." This bird can fly only as high and as far as it did last year. He avoids scary, unfamiliar ground, and anyway it's too much trouble to change.

The "Inadequate Trifle" is another short-winded bird with

limited horizons. Freindly and open-minded, he loves marketing suggestions and advertising proposals. Whatever is proposed, he picks it in half, but he is bothered by the fact the proposals never really get off the ground.

The "Clear-Eyed Profit Bird" always looks up — at more sales and greater profits. And he understands his competition — and uses advertising prudently as a basic marketing tool.

In the egg business he observes that he is being out advertised and out-merchandised by his competitors. But analysis tells him that he has a widely accepted nutritious economical product. It fits into every meal. It's retailed by every store — at a profit to the retailer.

And in spite of the fact that today's eggs are fresher, higher in quality, and cheaper either in terms of absolute retail price or minutes of labor required to purchase a dozen, consumers are eating fewer of them.

The "Clear-Eyed Profit Bird" can see what the egg industry needs to do not only to stay alive — but to profit in the 1970's, Cole said

## DRINC to Move To New Offices

On June 1, Dairy Research, Inc., will move from its present Chicago offices to new quarters at 120 W. Eastman Avenue in Arlington Heights, Illinois, a northwest Chicago suburb.

The new offices are only five minutes from the Illinois Toll-road system, 15 minutes from O'Hare International Airport and convenient to fine hotels and restaurants.

Dr. Richard E. Farrar, DRINC executive vice-president, views the move as a step forward, not only for his organization, but for the dairy industry: "We see our move to Arlington Heights as the first step in locating near the future International Dairy Center in Rolling Meadows."

Dairy Research, Inc., was organized a year ago to develop new and increased uses for milk and dairy products through market development, product research and development and by funding nutrition research. Dr. Farrar became the organization's executive vice-president in March.

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