

If you're looking for one good reason to advertise in an uncertain economy, we have—oh—about a gazillion* great ones for you.

First, we'd like to get personal. Our persons, not yours.

The chart below represents 19 "Best of" awards for Display Advertising from the Michigan Press Association.

These awards recognize the dedicated work of our sales staff, graphic artists, and composing room personnel.

★ 1st Place Awards:

Best Spot Color Ad	Byrd's Choice Meals
Best Special Section	Holiday Gift Guide
Best Classified Real Estate Idea: Color	Real Estate One Com/PIX
Best Classified Recruitment Idea	Nursing and Direct Care
Best Overall Classified Section	Best Overall Class Section
Best Classified In House Promo Idea	We're A Lot Closer To Home

★ 2nd Place Awards:

Best Use of Newspaper Art Service	Heat N' Sweep
Best Ad Idea: Color	Kickass/Joey's
Best Overall Classified Section	Best Overall Class Section
Best Classified Real Estate Idea: B&W	Doug & Ronni Keating Realty
Best Classified Automotive Idea: Color	Auto Show
Best Classified Recruitment Idea	Job Fair
Best Special Section	Livonia At 50

★ 3rd Place Awards:

Best Classified Automotive Idea: B&W	Crestwood Dodge
Best Campaign or Series	Buddy's Pizza

★ Honorable Mention:

Best Use of Newspaper Art Service	Computerize
Best Classified Real Estate Idea: Color	New Home Directory
Best Newspaper Promotion	A Special Tribute
Best Ad Idea: Black & White	Heat N' Sweep

Graphic Artists: Linda Rigdon, Lynn Sharpe, Jean Etherington, Candice Eskildsen.

There are about 60 reasons right here, if you combine the awards with the people who made them possible. But, read on, we have more.

Let's talk about the "R" word. They're saying it out loud now, *recession*.

★ ADVERTISING DURING A RECESSION

The Harvard Business Review studied seven recessions that occurred during the last half of the twentieth century and regarding advertising, the study concluded:

- Companies that advertised during a recession outsold those who did not.
- Companies that advertised during a recession continued to outperform their more cautious competitors for years after the recession ended.

McGraw Hill analyzed the performance of 600 companies from 1980-85, including the 1980-81 recession. By 1985 those companies that had advertised aggressively during the recession were, on average, racking up sales increases 256% higher than their conservative competitors. In other words, thanks to advertising, their sales increases were 2½ times those of their competitors.

★ WHEN THE DOW GOES DOWN

The Dow's biggest declines since the Great Depression:

CRISIS	INITIAL DROP	3 MONTHS	6 MONTHS
1987 October Panic	-32.2%	+11.4%	+15.0%
1973 Arab Oil Embargo	-17.9%	+10.2%	+7.2%
1940 FALL OF FRANCE	-17.1%	+8.4%	+7.0%
9-11-01 Disaster	-14.3%	?	?

The current situation is probably most comparable to 1973-74, when the country went through a recession, the Arab oil embargo, Watergate, and the Nixon resignation.

The stock market lost 27% of its value before turning around; all of the loss was gained back within a year.

★ INCREASE MARKET SHARE

As far back as the 1930's, advertising during a recession increased market share. During the Great Depression, Kellogg maintained its advertising while Post did not. Kellogg gained domination of the dry cereal market that has lasted half a century.

Wall Street analysts credited heavier advertising was credited with the improved performance of Revlon and Phillip Morris during the recession of 1974-75; while Avon Products and Hershey Foods were set back by advertising cuts.

One study after another, over 80 years, proves that reducing advertising expenditures during a recession decreases market share that takes years to recover.

This is true on a local level as well. Now, more than ever, you have to be out there offering your best values to our thousands of readers.

As the holidays approach, our sales and creative staffs are at your disposal, ready to help you plan a sound advertising strategy to maximize the effect of every advertising dollar you spend with us.

Of course, what you do in the coming months must be your decision—after all, this is a *free country*.

THE
Observer & Eccentric
NEWSPAPERS
It's all about RESULTS!
Part of HomeTown Communications Network™

If you've found the information here of interest, look for this symbol and more messages of encouragement in the weeks to come



Wayne County: 734-953-2153 Fax 953-2121 Oakland County: 248-901-2500 Fax 248-901-2553

Lake Orion/Oxford: 248-693-4900 Fax 248-693-9716

Clarkston/Waterford: 248-625-1900 Fax 248-625-5712

Rochester/Troy: 248-651-7575 Fax 248-651-9080

CLASSIFIED ADVERTISING: Wayne County: 734-591-0900 • Oakland County: 248-644-1100 • FAX 734-953-2232