

WHEN IS THE RIGHT TIME FOR REFRESHING?



BRAND MARKETING TIPS

By Ron Romanik, Romanik Communications

The primary challenge when “refreshing” a brand, marketing, advertising, package design, or public relations campaign is to lure new customers in while making the change seem natural to existing customers. It’s certainly true that, sometimes, the most loyal fans of a brand are also the most easily “put off” by a change, because they feel their loyalty has been betrayed.

But it is up for debate how long that indignation actually lasts. So, is that small percentage of devoted followers even worth worrying about? Absolutely. Because that fan base appreciates the core essence, or underlying values, of the brand position most fully, and you can learn a lot from listening to them. Maybe even more important, there’s a part of that loyal fan inside all of that brand’s customers, both current and former.

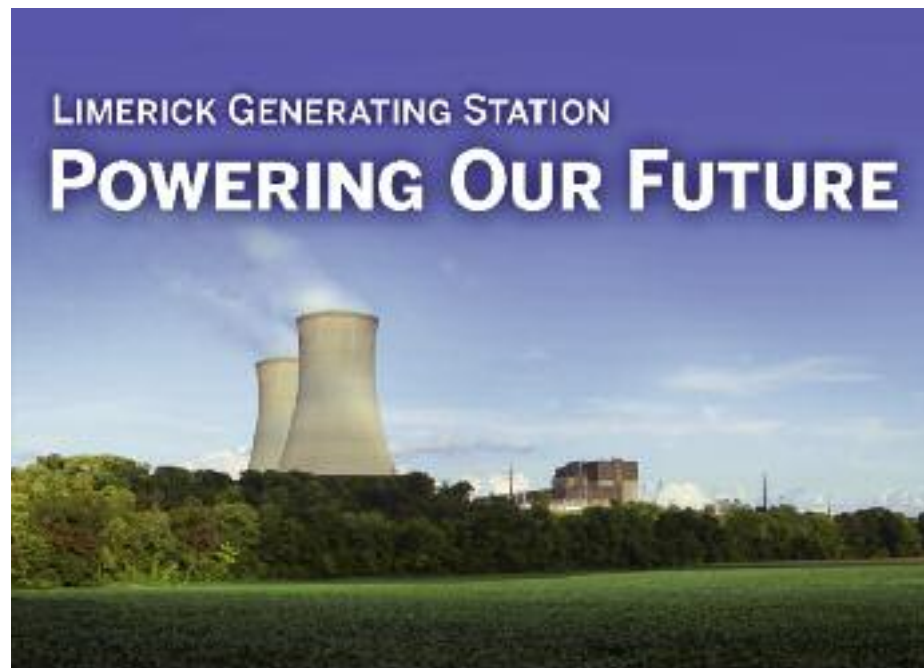
Rekindling interest in a brand or product then comes down to artfully executed strategy that connects with consumers as a blend of the past, present, and future. Luckily, the risk involved in making a significant break from the past may be lessening each year. Because of the frequency of changes in branding and communications strategies has been increasing dramatically, consumers are less thrown off by any repositioning — as long as it’s an evolution, and not a revolution.

If the parent brand is strong and the change retains the most salient core elements, today’s consumers accept

these changes as just “business as usual.” If this is true, then choosing your core elements during any launch — like a catchy, appropriate, and memorable product or service name — is even more important for the long-term success of a brand or company.

Consumer behavior in the modern era is still a moving target. Most refresh initiatives should identify a brand’s prototypical consumer and address that person’s needs in-depth. A more complex approach separates target consumers into categories such as loyalists, occasional users, brand-neutral shoppers, etc.

In segmenting potential users of a product or service, never forget the valuable “early adopters.” These consumers are often more social than the rest of the population, what Malcolm Gladwell called “Connectors” in his book *The Tipping Point*. What’s more, early adopters are also usually active consumers who are eager to provide constructive feedback that can make your product or service even better. 📱



On October 20, 2014, the Nuclear Regulatory Commission (NRC) granted Exelon Generation the license extension for Limerick Generating Station. The 20-year extension means that the plant will continue to provide safe, clean and reliable energy to the Tri-County area through 2049. Why is this good news? Because Limerick is Good for our Power Supply, Good for our Community, and Good for our Environment.

PROVIDING SAFE AND RELIABLE POWER

Limerick provides one of the safest and most secure sources of regional power. It’s a clean, reliable, and cost-effective source of power that provides approximately 5,500 million kilowatt-hours annually, which means it’s a significant consumer saving.

SUPPORTING OUR COMMUNITY

Limerick provides more than 100 well-paying jobs and contributes approximately \$6.5 million to community organizations each year. Many of our employees live and work in the Tri-County area. Limerick contributes \$1.1 million annually in local economic development to the region, including \$75 million in area wages and salaries, \$30 million in purchases of goods and services from other Pennsylvania businesses, and \$7.9 million in property tax payments.

PROTECTING OUR ENVIRONMENT

Limerick generates energy without the need for combustion, which means that the plant’s emissions are very low. In fact, the plant’s emissions are so low that the plant’s carbon dioxide emissions would increase by 15.2 million tons, equivalent to putting more than 25 million cars on the road.

THANK YOU, neighbors, friends and family for your support during the license renewal application period. We will continue to work hard every day to provide clean, safe, reliable electricity in 2015.





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