

CHAPTER 21

WHY AWARDS MATTER

“If you wish in this world to advance your merits you’re bound to enhance; you must stir it and stump it, and blow your own trumpet, or, trust me, you haven’t a chance.”

~ William S. Gilbert (1836-1911)

People naturally want to be around winners.

Walk into any professional office. Look around and see how they present themselves. Do they look successful? If not, does it make you question their skills? Of course it does. Particularly when it comes to services, we judge them from the moment we first enter their office. Who wants a lawyer that has a disorganized office or a doctor with a dirty clinic? I don’t.

People like to associate and do business with successful businesses and people. For advertising agencies it means showcasing the awards they’ve won on behalf of their clients. They may also display enlarged, framed copies of print ads they’ve produced over the years. It tells prospective clients this agency must be pretty good, it shows off the caliber of clients for whom they have worked, and it proves they know how to stand out from the crowd. After all, an advertising or public relations agency that can help position you in people’s minds first is exactly what is needed to build awareness.

An Oscar means respected industry peers chose a performance or film presentation for its excellence over others in direct competition. A Grammy award celebrates singing talent. A Tony award praises live theater performance. Winning the Super Bowl or baseball game means the fans go wild (which includes spending lots of money supporting their teams)! The success of a local sports team translates into economic “win-fall” because the excitement of a national win gets people to participate and support their team by donning sportswear, buying memorabilia, going to the games, and spending money in the process!

Winning awards generates attention, which translates to increasing consumer spending. Therefore, the “value” of that performer or team (or your company) goes way UP, which increases sales in many ways. And THAT is what strategic marketing and public relations is all about—increasing one’s perception and credibility!