



How Personalized are Your Offerings?

For the longest time, Coca Cola sales were driven as a result of marketing and lifestyle messaging. Over time, sales of Coca Cola have decreased and the company has resorted to short term strategies to personalize their product offering. As you are likely aware, this summer, Coke began offering personalized cans with words like Friend and Star and BFF on them. In fact, Coca Cola now has identified the 250 top Gen Y names and has affixed them to the cans and bottles in lieu of its iconic label. The hope is you'll buy a Coke for a person with that name or for yourself. While early sales numbers suggest the campaign is working, it likely will not be sustainable. Coke's decision to personalize a static product speaks volumes to the importance of each of us attempting to personalize both our products and service experiences. What will you do?

Timeless Wisdom

Success is liking yourself, liking what you do, and liking how you do it. - Maya Angelou

The Best of the Blog:

Walk A Mile In Their Shoes - Mapping Your Customers' Journey

Sometimes we are too close to something - a process, an idea, a product or service - to see it with true, objective clarity and perspective. This can be especially (and paradoxically) true when a

notion is born from our own brains. We think we know what it looks, smells and feels like to be a customer consuming the goods or services we offer. But do we? Lets suppose your goods or services are of a complex or technical nature. Can you momentarily erase the industry lingo and specifications you know backwards and forwards to accurately assess the ease by which a layperson approaches and interacts with your business and its offerings? [Read more.](#)



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