



**STAR
STRATEGIES®**





WE LIVE IN THE AGE OF EXCESSES!

**Today, there is an
excess of competition
in any consumer good
or service category.**

**Besides, you are
bound to get even
more of it.**

**In a world of abundance, similar brands abound.
Similar cars, similar shampoos, similar detergents,
similar banks and similar soft drinks...**

**Similar people with similar educational backgrounds
take on similar professions, come up with
similar ideas, create similar things at similar prices,
with similar qualities and similar reliability.
And that's the whole problem.**

**As a consumer in this age of excesses,
the odds are on your side. Flooded with choices,
you can choose just as you please.
However, if you have a brand to manage, you better act!
Elevate your brand or company to stardom, or start praying.**

**Here at M.A.R.K.A., we believe in the power of our
"Star Strategies®" for creating successful, profitable
brands with a strong and passionate consumer attachment.**



WHAT IS "STAR STRATEGIES[®]"?

"Star Strategies[®]" is a proposition for fast and enduring success for any product, service, company, organization, individual or community, either with an established brand status or in the process of building one.

"Star Strategies[®]" promises and delivers success through new and innovative methods.

"Star Strategies®" projections are based not only on consumers' tastes, but also on their dreams and desires.

For tapping into consumers' dreams and desires, "Star Strategies®" reaches beyond the limits of conventional research and employs new tools such as Dreamhunter® and Markametre®.

"Star Strategies®" are the strategies we use at M.A.R.K.A. for creating more popular and higher selling brands. With "Star Strategies®" we transform our client brands into stars and make sure they stay that way.

"Star Strategies®" is not about creating ads that only generate a buzz. It is about creating brands that generate a buzz; about creating more popular, higher selling brands...It is about creating star brands.



STAR:

**In a world of many choices,
the star rises above
the crowd and shines.
The star becomes a
center of attention...**

**The star creates passion...
It creates excitement. The
star is charged with energy.**

**You can no longer be
satisfied with "awareness" ...**

You need to be a star.

In today's world consumers are highly selective. They filter out most of what they see. They remain indifferent. Consumer indifference is the worst fatal disease for a brand.

So, who are the competitors of a brand? Are they only those in its own category? No... Anybody who communicates with your target group is your competitor. Celebrities, movie stars, movies, tv programmes, politicians, news, even their hobbies are your competitor.

At M.A.R.K.A., we cooperate with our clients to create great communication ideas that last. Ideas that reach beyond our national boundaries. Ideas powerful enough to turn brands into stars.

Our success is built on our "Star Strategies®". Further down in this booklet, you will discover our most elemental "Star Strategies®". Although they form a whole together, there is certainly one or more among them with the power to carry your brand to stardom.

Identifying the strategies best suited to our clients' needs, working and creating for them, turning their brand into a star and reaching together for success is a source of joy and excitement for us.



BE BOLD!

**KEEP YOUR
FANS ALIVE!**

**AROUSE ATTENTION,
GET AHEAD!**

**STAR
STRATEGIES®**

**COLLABORATE
WITH STARS!**

**BE BUSY
KEEP OTHERS BUSY!**



1-BE BOLD!

A CHALLENGE A TABOO!

B BE INNOVATIVE!

C BE UNIQUE / BE ONE OF A KIND!

2-AROUSE ATTENTION, GET AHEAD!

A SHOCK PEOPLE!

B BE SINCERE!

C GET PRETTY!

D SHOW UP EVERYWHERE!

3-BE BUSY / KEEP OTHERS BUSY!

A ACT FAST!

4-COLLABORATE WITH STARS!

5-KEEP YOUR FANS ALIVE!

A KNOW YOUR CUSTOMER, GET CLOSE!

B WORK TOWARD A FAN CLUB!



STAR STRATEGY

BE BOLD!

A CHALLENGE A TABOO!

B BE INNOVATIVE!

BE UNIQUE
C BE ONE OF A KIND!



BE BOLD!

**Given that you have already showed enough courage
to fight against so many alternatives...
Do not be afraid, keep carry on.**

Be bold, Share your boldness.

**Strategies which are designed only to preserve your
current status do not work.**

**Stars are the dare-devils of their day.
That's what makes them stars.**

BE BOLD!



A-CHALLENGE A TABOO!

Identify a common taboo and challenge it.

This is one of the effectual way to stardom. As your brand's getting star, it creates the magnetizing force for changing the behaviour and attitude of your target group.

Do not be afraid of negative reactions: Be bold, challenge a taboo!

It is not controversy but indifference that kills a brand.

If you choose to defend your identity with courage, persistence and enthusiasm, criticism will quickly yield to positive reactions.

Galileo, Atatürk, Picasso, Swatch, Einstein, Henry Ford, Virgin, Muhammed Ali, The Body Shop... Each of these brands have challenged taboos, provoked resistance, boldly kept their course and finally became stars.



ZEKİ MÜREN

Before him, solo performers of Classical Turkish Music subscribed mainly to the “hafız” tradition, a style influenced by religious music. Challenging this taboo was the first step he took.

The **unique style of performance he brought to Classical Turkish Music was not his only asset. He also defied **well-established taboos** by introducing **innovative** stage decoration, flamboyant costumes and charming vocalists.**

Unlike the performers before him who limited themselves to the performance of their music and otherwise stood clear of people’s lives, he introduced interaction to Classical Turkish Music. He **connected with his audience.**

He courageously defended his own identity, his own style.

A halftone portrait of Turgut Özal, a man with dark hair and a mustache, wearing a dark suit, white shirt, and dark tie. He is smiling slightly and looking towards the camera. The background is a solid purple color.

TURGUT ÖZAL

His style and his ideas made him a bona fide innovator.

By challenging taboos and initiating change, he always kept his star bright and shining.

At a time of economic isolation, a time when possession of foreign currencies were illegal and foreign brands were non-existent, **he defied countless taboos** in order to implement the rules of liberal economy.

In the meantime, he was **sincere** enough to make the following comment to his wife during a television appearance: “Semra Hanım, why don’t you play some music to cheer us up!”

People still remember the events of his time. Think about it. How many people remember what happened during Mesut Yılmaz’ office?

Unless you are **brave**, you are condemned to fall into oblivion.

ORHAN GENÇEBAY

He made his break with “Bir teselli ver”. Next he came up with “Batsın bu dünya” . He kept singing his songs despite obstacles and prohibitions.

He stood against the attitude that reduced eastern sounds to the narrow cliché of “arabesque.” He **shocked** people with his work and he continues to do so.

He was brave. He defied taboos. He was an innovator. He kept busy and kept others busy.

Many years later, it was him again who made a disco-remake of “Batsın bu dünya” Currently he has plans to write a “Orhan Gencebay Oratorio.”





BE BOLD!

B-BE INNOVATIVE!

Divert from norms. Create “preposterous” ideas. Challenge, change and reshape conventions. Be bold. Look back into history, and the first to come to mind are the bolds and the innovators.

Innovation energizes the society. It generates a magnetizing force.

People crave to hear new stories. Anything new is striking. Through innovation you can make a difference, you can take your future into your own hands. **Be bold! Be innovative...**

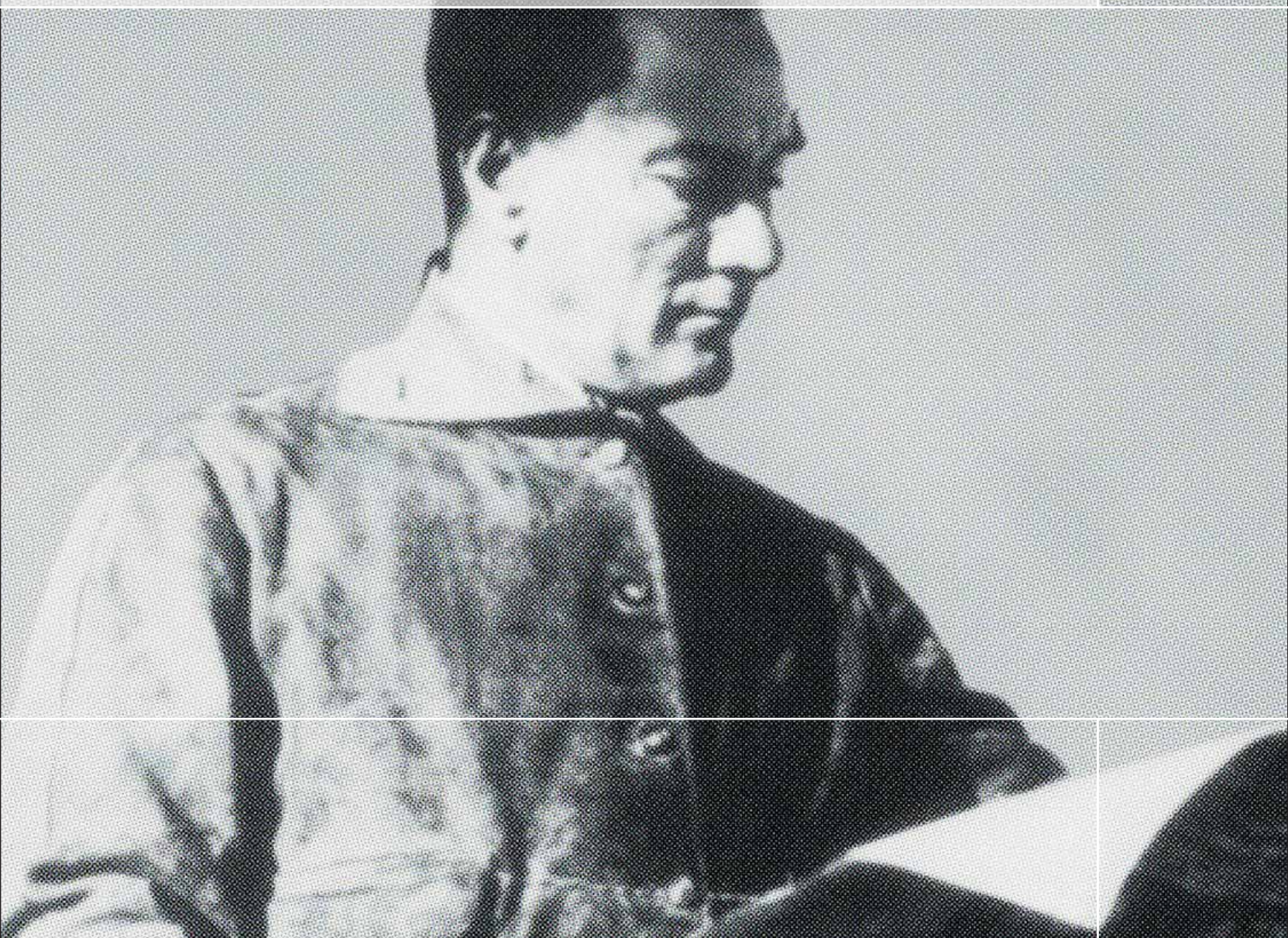
Innovators have been admired because of their ability to break rules and to create new possibilities, new stories. They are people who create the future and lead others into it.

Atatürk, Picasso, Edison, Proctor&Gamble, Unilever...

They have all created their own future through innovative action.

ATATÜRK

Do we need to remind of his courage, of the changes he has brought about and the taboos he has struck down, of everything he has accomplished for Turkey?





SWATCH

There was a time when everyone, richer or poorer, looked for prestige and quality in a watch. There was a time when no one needed a second watch.

The first thing Swatch did was to **challenge this taboo**. Soon, people started wanting a second watch. Even a third or a fourth one...

Watches became a fashion item. And Swatch became the trendsetter.

Swatch created thousands of **new** models. They offered designer models. They offered watches for St.Valentine's, watches for Women's Day. They made plastic watches, they made metal watches. They came up with a "James Bond" line. They designed telephones. They designed cars.

Swatch **kept busy and kept others busy...** Their latest occupation is accessory design.

BE BOLD!



C-BE UNIQUE / BE ONE OF A KIND!

**Obtaining a unique edge / being one of a kind is
a valuable strategy for any brand.**

**It is solid evidence of your superiority over other brands. By offering an
exceptional perspective,
it draws attention to your brand.**

**Be the biggest, the smallest, the fastest, the wildest,
the sexiest, the cheapest, or the costliest...**

Be bold! Be one of a kind.

Mount Everest is the highest mountain on earth...

Come to think of it, what's the second highest?

Louis Vuitton, Volvo, Pavarotti, Fatih Terim, Galatasaray, Coca-Cola...

**Each one of them are stars with a unique edge. They are all one of a kind
and they have remained stars by communicating that message**

GALATASARAY



The Turkish football team that played the most games in Europe, scored the most goals in Europe, won the most games in Europe. The first ever Turkish football team to have won the UEFA Cup. The most frequent champion of the Turkish Football League. The team that stuck the longest with the same manager. The most frequent winner of the Presidential Cup. The most frequent winner of the National Cup.

**Hence: The most popular football team in Turkey.
(Used to be Fenerbahçe 10 years ago.)**

1905

VOLVO



At a time when its closest competitor, Saab, was playing at technology leadership, Volvo decided to make a point of reliability and safety, attributes particularly valued in Nordic cultures. Volvo built a reputation of unsurpassable safety, a concept steadily reinforced by the approval of independent parties.

(Is a Mercedes any less reliable than a Volvo? Who cares? Volvo is the safest, and that's the end of story!)



STAR STRATEGY

**AROUSE ATTENTION,
GET AHEAD!**

A SHOCK PEOPLE!

B BE SINCERE!

C GET PRETTY!

D SHOW UP EVERYWHERE!





AROUSE ATTENTION, GET AHEAD!

In the age of abundance where there are too many alternatives in every area, the scarcest commodity is consumer attention. To get hold of that, you must arouse attention.

Even though revolution and innovation are the surest way to stardom, you can't be revolutionizing all the time. You can't come up with inventions every other day.

Even if you did, your ideas would be copied in no time. (There are hardly any automobiles left without an airbag or an ABS system. Nearly all refrigerators are non-frost.)

But how to arouse attention and get ahead?..



AROUSE ATTENTION, GET AHEAD!

A-SHOCK PEOPLE!

The scarcest commodity in the age of abundance is consumer attention. When people lose interest toward your brand, you must surprise them. Actually, little surprises will not do it. You must shock them. This is how you restore consumer interest toward your brand.

Remember, the way to resuscitate a failing heart is to apply an electric shock.

The campaigns we have created for Zeki Triko and Audi, “We Have Missed the Sun” (March 1997, two months after M.A.R.K.A. went into business) and “Accessories” (February, 1999), respectively, are solid examples of this approach.

By shocking your audience, you arouse attention and get ahead. Moreover, the shock strategy makes sure that you attract consumer interest at minimum cost and keep it for a long time, too.

Benetton, Madonna Diesel, Clinton and Virgin... are some good examples of brands that make use of the shock strategy.



VIRGIN AIRLINES

Businessman Richard Branson, the famous billionaire and **taboo-breaker Time magazine called a “wizard of image-making” had a new idea. A rather simple idea, too: He would make air travel fun...**



Seen above:
Richard Branson
(Male, married.)

“When you are supposed to spend 12 hours in an airplane, you can’t be expected to sit around staring at the void, with a piece of chicken on your lap.”

During his frequent flights between London and the USA, Branson runs around like a busy bee. He serves drinks, he shakes hands, he talks to people. He is **sincere** enough to maintain constant contact with his customers.

From music to airline industry, from Coke to preservatives, from financial services to bridal dresses – he is the owner of a diverse range of successful ventures. He steps on the podium to model for his own line of bridal dresses. He **shocks** his audience.

He arouses attention with the difference he creates. **He gets noticed. He keeps busy, he keeps others busy.**

AUDI

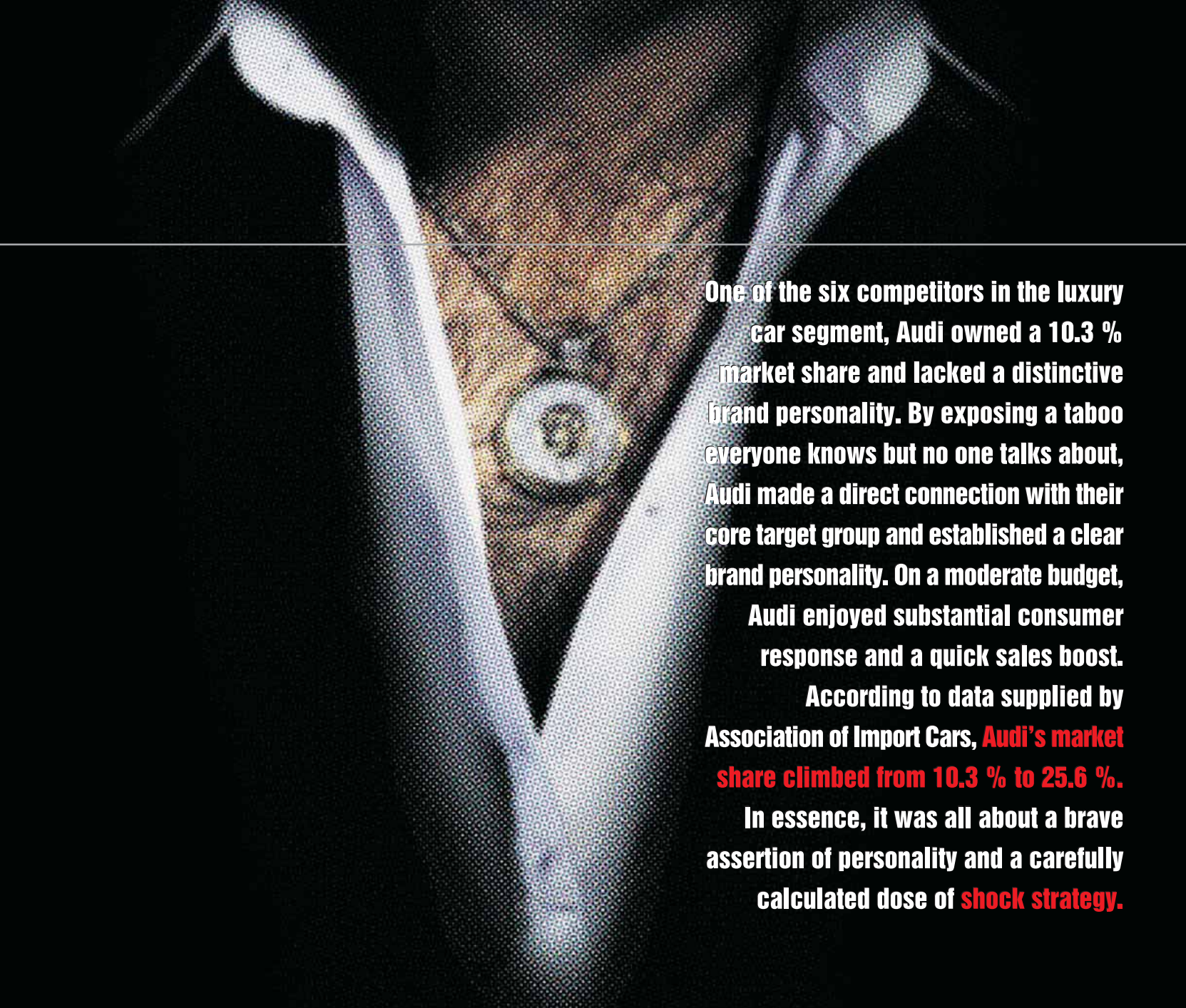
Accessories you will **never** find in an Audi!

BRIEF: By 1999, Audi lagged far behind BMW and Mercedes in the luxury car segment both in terms of market share and consumer awareness. At the time Audi had a weak brand identity and had failed for some time to make any substantial changes to their models.

RESULT: *Audi's market share in the luxury car segment rose from 10.3 % to 25.6 %. Their brand image gained strength. Stocks were rapidly exhausted despite the economic crisis.

*Source: Association of Import Cars and Doğuşmotor A.Ş.



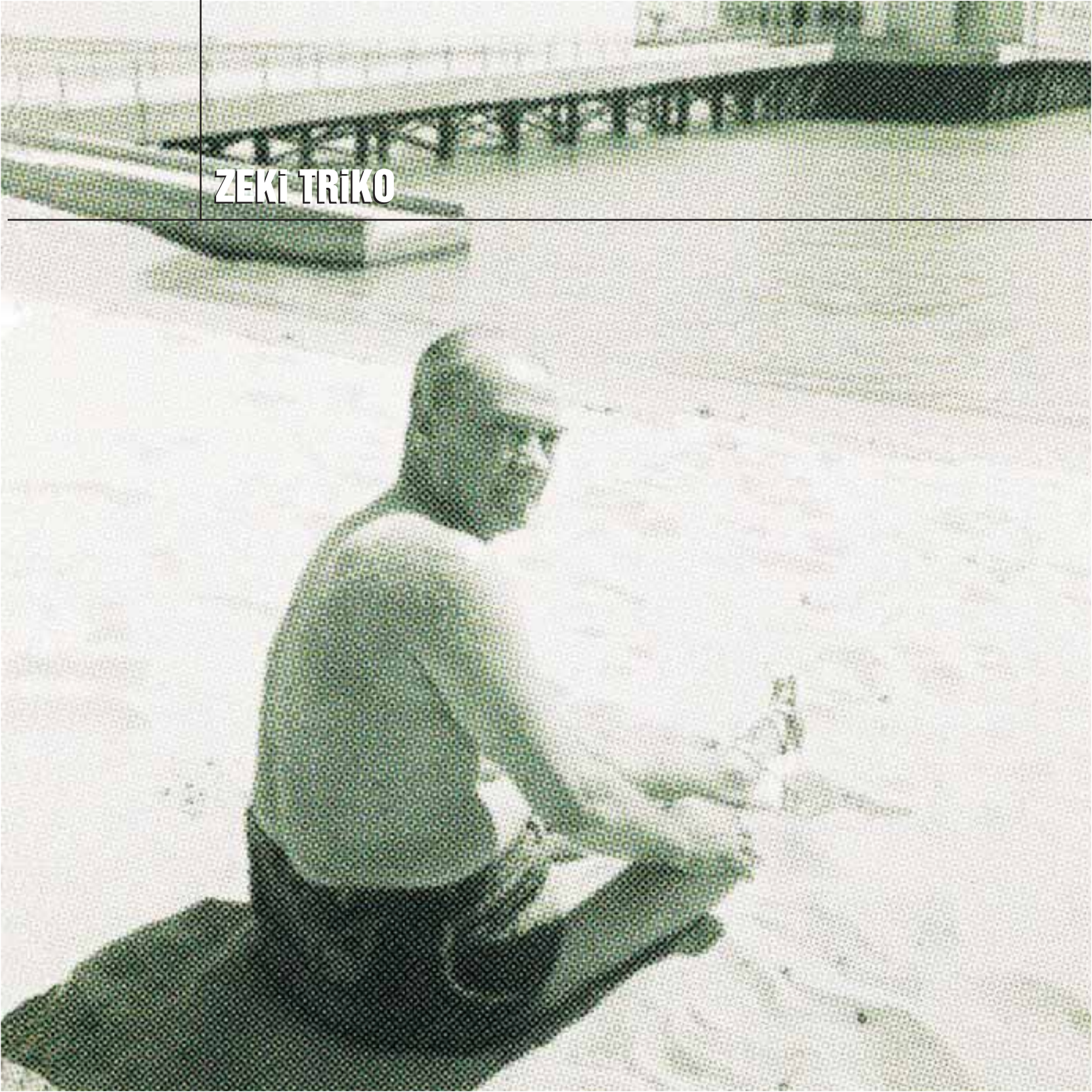


One of the six competitors in the luxury car segment, Audi owned a 10.3 % market share and lacked a distinctive brand personality. By exposing a taboo everyone knows but no one talks about, Audi made a direct connection with their core target group and established a clear brand personality. On a moderate budget, Audi enjoyed substantial consumer response and a quick sales boost.

According to data supplied by Association of Import Cars, Audi's market share climbed from 10.3 % to 25.6 %.

In essence, it was all about a brave assertion of personality and a carefully calculated dose of shock strategy.

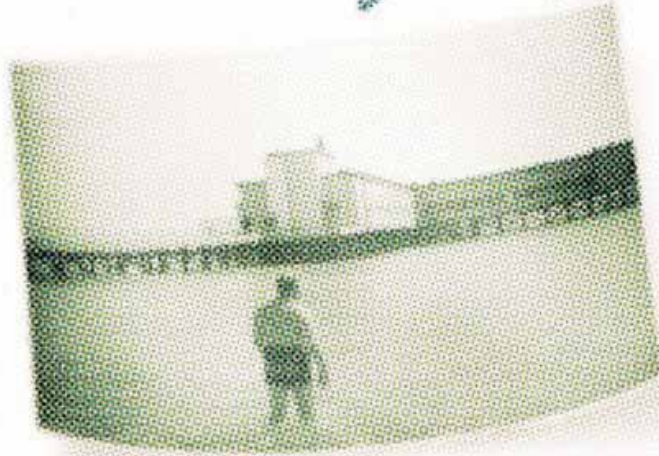
ZEKİ TRİKO



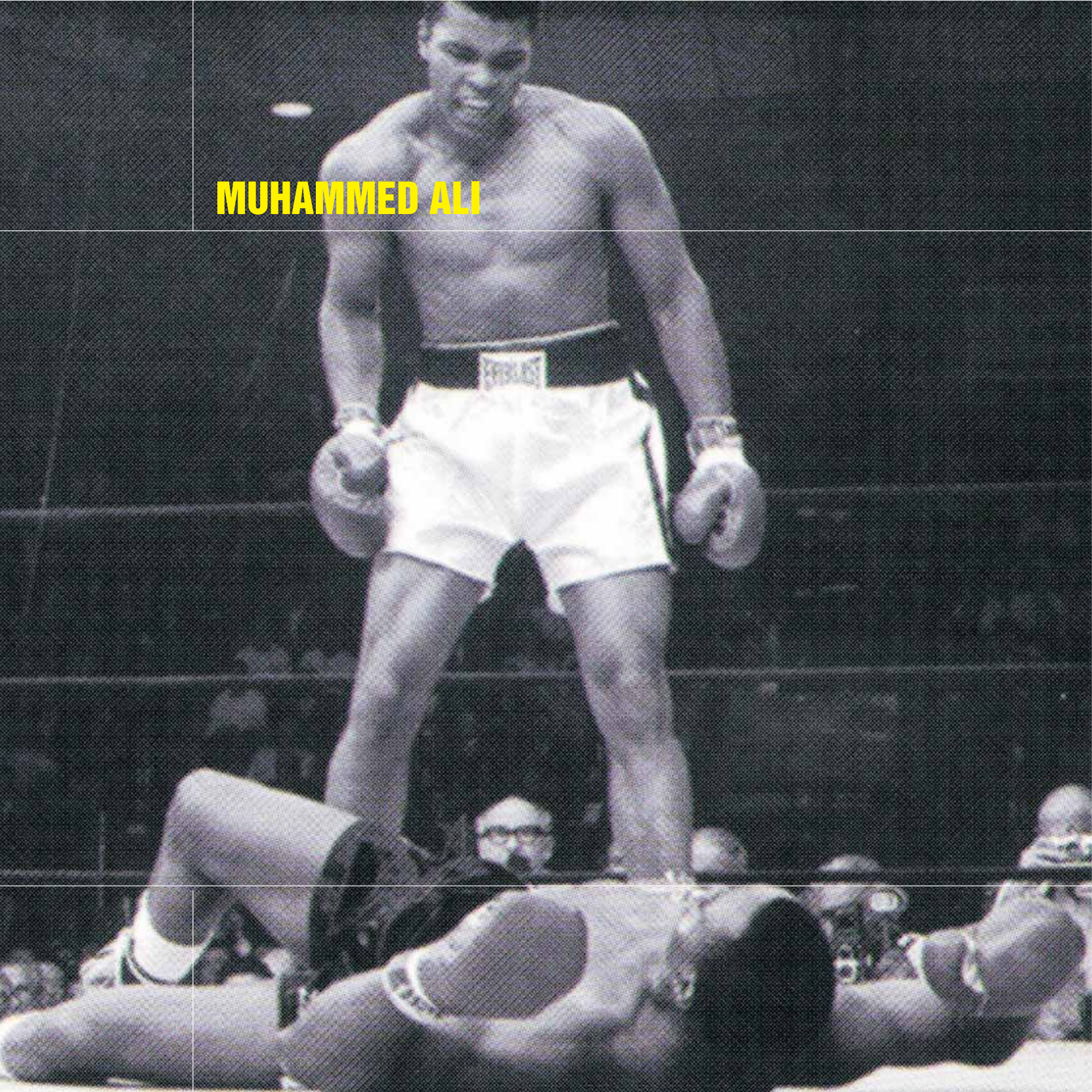
BRIEF: The policies adapted by the current government are having a negative impact on the textile industry in which our customer operates. Our client, Zeki Triko, aims to create a public response in line with their own social sensitivities.

RESULT: The campaign got published in 6 magazines. We have received tens of thousands of congratulatory messages by fax, telegraph and telephone... *Media coverage worth 16 million dollars. Finalist at Epica, winner of Golden Apple and Cristal Apple awards. *Source: Ajans Press

güneşi özledik...



MUHAMMED ALI





He wasn't just another boxer. Next to his incredible talent that turned boxing into a dance performance, he was an **innovative** leader who bravely defended his ideas.

He was brave. He challenged many taboos: He converted to Islam. He fought for black American rights. He refused to fight in Vietnam... He defended his ideas all the way to the end. He was banned from boxing.

When he was under the ban, he hired a bus and challenged his rivals with a loudspeaker. At press conferences before his fights, he read the poems he wrote for his competitors. He told the press the round at which he would knock them down. **He shocked his audience, he shocked his competitors.**

He aroused attention and he got ahead. He became a legend. He was "**ONE OF A KIND**": "I am the best."



AROUSE ATTENTION, GET AHEAD!

B-BE SINCERE!

Turn your brand into a star by constantly reminding everyone of the specific meaning and concept you have boldly attached to it. Do this with sincerity.

Sincerity is intriguing.

And the precondition to sincerity is consistency between your brand and the values that created it.

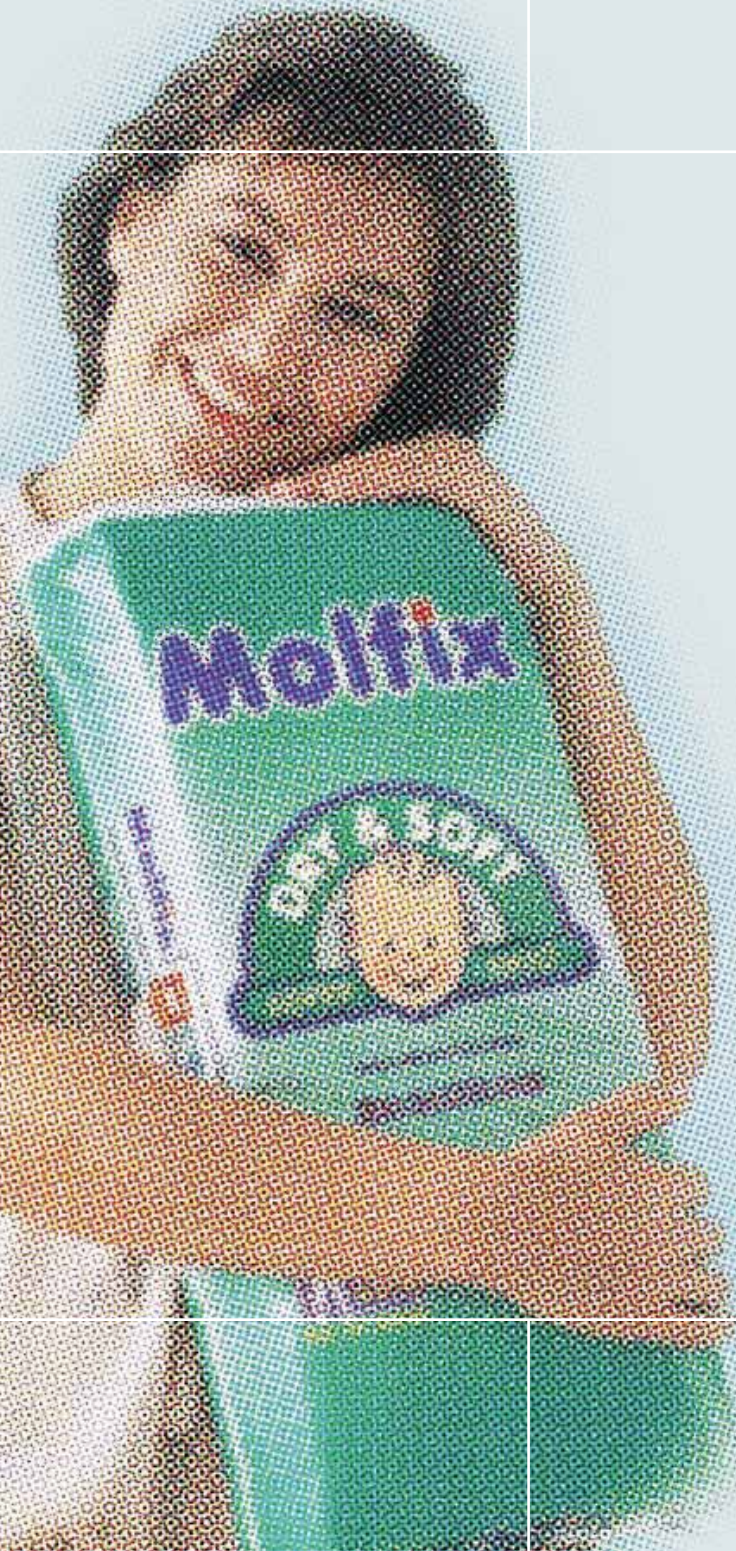
Even if you can't count on people's intellects, you can always count on their noses. They will be quick to smell false pretenses.

Falseness is one of your biggest enemies.

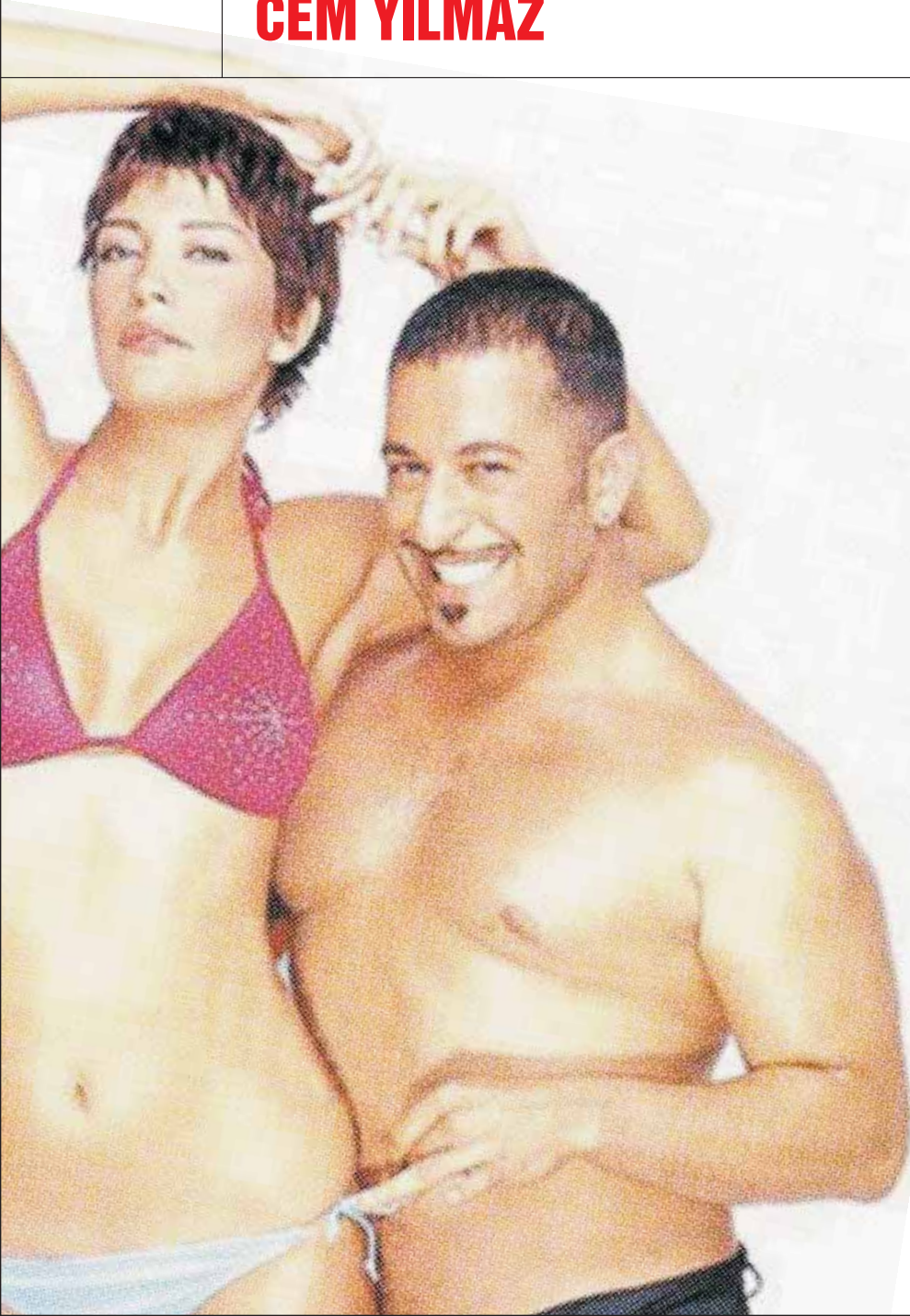
This is the basic difference between Clinton and Bush.

MOLFIX

The launch of Molfix diapers was based on a campaign **featuring the celebrity Hülya Avşar** who was actually pregnant at the time. Starting from scratch, **Molfix established a 15.8 % market share in a matter of 10 months.** The brand's success, however, did not lie in its skillful employment of a well-known celebrity, but in its **sincerity.** Hülya Avşar was neither a queen nor Snow White. She was a pregnant woman who thought and behaved like any other one. And that was the secret behind the success of this particular period which could not be replicated in later years. Sincere communication at the right place, at the right moment, and the right choice of person...



CEM YILMAZ



**“You did not make me.
I already existed.”**

We came to know him as a cartoonist. Then he told us about things that we all see but fail to notice. He had courage. He displayed his sincerity in an open, undesigning fashion. His entire material himself, and as he states in his autobiography, he never stopped converting this material into money. He collaborated with other celebrities. He worked hard and he never let his performance drop. With his love affairs, his cars and his quick witted intellect, he managed to keep his star always up and shining.

SAKIP SABANCI

The **frank and outspoken** businessman who is not afraid of embracing his own values. The first name in the Turkish industry. A businessman whose statements are never ignored. Perhaps the only businessman in Turkey who appeals to all social groups, thanks to his unpretentious attitude.





AYŞE ARMAN

A journalist sincere enough to write about her childhood, her boyfriend, her cat, her husband, her arguments with him, and even her underwear.

She made interviews with stars. She asked her questions **boldly**. She dresses, writes and lives as she pleases...

She always **aroused attention** with her sincerity, she always **got noticed**. A collection of her interviews were recently published in a book.

Under an equally **sincere title**: “If no one else does, I’ll read it myself!”



HINCAL ULUÇ

He never tried to disguise the fact that he supported Galatasaray. **He challenged the taboo** that sports journalists should be neutral.

He always stated his views and ideas **courageously**. He did not beat around the bush.

He was **sincere** enough to confess that in order **to look better**, he practiced his famous roaring laughter in front of a mirror.

He is not only a sports commentator, but also a magazine/newspaper/book writer, a movie/theater critic, a juryman of beauty contests and a fashion critic of glossy magazines.

He kept himself and others busy.

You may love him or you may hate him.

But one thing is sure: You can't be neutral about him.

The worst fatal disease for a brand is not rejection but consumer indifference.



AROUSE ATTENTION, GET AHEAD!

C-GET PRETTY!

“Fine feathers make a fine bird.”

Sometimes, merely good looks might get you the attention you need.

Pay attention to original design. Nowhere in the world has a brand become a star without paying attention to that.

That’s one of the secrets to Cher’s as well as Ferrari’s success. Likewise, it is the reason why Nokia gained an advantage over Ericsson. Our aesthetic judgement skills and sensitivities are increasing every day.

Today, decisions are based mostly on aesthetic considerations.

Apperances make the first impression...

NOKIA

In the high speed world we live in, mobile phones have become an indispensable part of our lives.

Nokia was the first to discover that mobile phones were also accessories and they would be considered by consumers as their display windows.

Nokia aestheticized their technology and *got prettier*. By setting a trend, Nokia became the market leader and *gained high visibility*.

Through constant change and development, *Nokia kept busy and kept others busy...*



CHER

Do you think it is just her beautiful voice that distinguishes Cher from other performers? Is it a coincidence that just she among so many others came to be called a star?





One of the distinguishing characteristics of Cher is her beauty and the effort she makes to look beautiful all the time.

Not only her voice but also her appearance became more and more beautiful.

She grabbed our attention with TV commercials, TV shows, movies and stage performances. She kept busy, she kept others busy. Despite her busy lifestyle, she never ignored her looks and never failed to take her music one step further.

Unless you would like to be just another alternative in the age of abundance, you must pay attention to appearances.



2 AROUSE ATTENTION, GET AHEAD! D-SHOW UP EVERYWHERE!

“Out of sight, out of mind.”

You need to make yourself as visible as you can. And that’s not just a matter of spending millions of dollars on TV commercials. Once you are a star, you will be in demand. Make news with your technology. Seize every opportunity to comment on issues related to your industry.

Arouse attention, get ahead! Show up everywhere.

Coca-Cola

Everywhere around the world Coca-Cola adopts the same policy: Maximum visibility. In lightboxes at the point of sale, on city walls, on giant billboards. But that's only one side of the story. In Hollywood blockbusters and popular TV shows, characters are spotted with a can of Coca-Cola in their hand.

The most popular sporting activities and gigantic organizations such as the olympic games are invariably sponsored by Coca-Cola. It is a common sight in every corner of life, from works of art to popular music videos, from t-shirts to mobile phones. Coca-Cola has high visibility.

Makes itself visible in various forms and settings and sells to many people.

Coca-Cola is the most visible and highest selling beverage in the world.



hayatın tadı



STAR STRATEGY

**BE BUSY,
KEEP OTHERS BUSY!**

A ACT FAST!





BE BUSY, KEEP OTHERS BUSY!

“A rolling stone gathers no moss.”

Be productive, be active... Create new products, new points of sale or new styles of presentation. Anything to occupy people’s minds and hearts, anything to make them think about you, to make your star shine brighter...

This is what Swatch does when every season they launch a multitude of new models.

This is what Nike does when they launch hundreds of new designs as well as relaunching some of their older models every year.

Be talked about. Make news. Change the agenda.



BE BUSY, KEEP OTHERS BUSY!

If you busy, you keep others busy.

But remember:

Mere hard work is no longer enough.

You must work differently as well.

Take Madonna: Sex icon, provocative pop star, fitness figure, mother, movie star and now, stage actress.

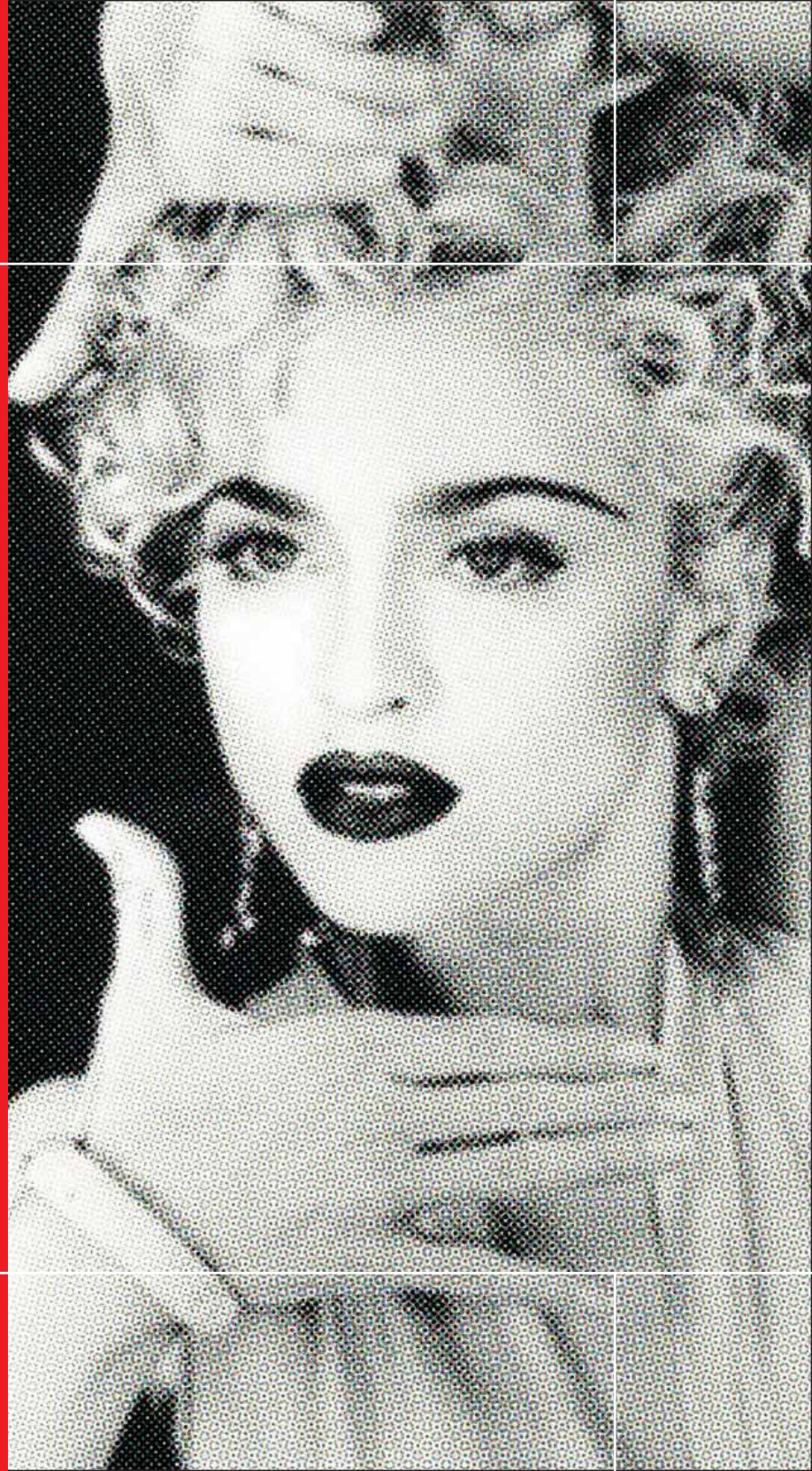
Swatch, Nike, Madonna...

They constantly **occupy people's minds and hearts with their dynamism.**

MADONNA

**Sex icon, provocative pop star,
movie star, fitness figure, good
mother, fashion icon,
trendsetter, stage actress...**

**Madonna's secret is not limited
to doing her job well.
Her success also lies in the
courage and sincerity with
which she asserts her identity,
in the unwavering enthusiasm
with which she presents
different aspects of it and in her
ability to **keep people
interested.****





3 BE BUSY, KEEP OTHERS BUSY!

A-ACT FAST!

“Early bird gets the worm.”

In our age, time is the most valuable resource.

In a rapidly changing world, brands that cannot keep pace start fading away.

Don't put off. Act fast.

You may have long-term goals. But it is time to reconsider whether long-term strategies are sufficient, or for that matter, necessary.

Today, strategy defines the ability to give quick responses to the rapid changes in the world and in your own category.

If you fail at that, you help other brands to shine and let your own brand fade away.

Remember:

**Strategy is all about the quality of ideas and creativity,
whereas planning is just a technique.**

**And, “If your strategy doesn’t make your competition uneasy, if it doesn’t
make them question their own strategy, it is not a strategy at all.”**

**Keep your long-term goals, but be prepared to make quick changes and
readjustments to your strategy in order to reach those goals.**



STAR STRATEGY

**COLLABORATE
WITH STARS!**





COLLABORATE WITH STARS!

Being close to a star might soon make you a star as well. Or, if you already are a star, it might help you shine brighter. Get together with stars, collaborate with them, strengthen your references.

Ferrari-Michael Schumacher, Molfix-Hülya Avşar, Jaguar-Sting, Nike-Michael Jordan, Pepsi...

Which star would you like to use your products?

Which star brand can you collaborate with?

Which movie appearance can reinforce your brand's star status, and how?

Who or what could you sponsor and how could you use that opportunity (unlike a needy dependant) in a way to turn your brand into a star?

NIKE

Nike has become a brighter star not because they make better products than the other major brands, but because they use better strategies.

Nike *makes inventions* (Nike Air). Each year, Nike launches hundreds of new models, gets cooler, *gets prettier*. Nike *collaborates* with the best athletes of every category, sponsors them, creates products after their names.

Using the best liked, most popular sports figures like Figo, Roberto Carlos and Jordan, Nike always communicates to their target group the message that *Nike is the best*.



FERRARI-MICHAEL SCHUMACHER

Until Michael Schumacher beat the hell out of F1 with Ferrari, the name Ferrari wasn't heard as often as it does now in every corner of the world.

Could this be the reason why everyone dreams of a Ferrari and not a Lamborghini, when Lamborghini makes cars in the same class as Ferrari?

Schumacher was a star before Ferrari, and Ferrari was a star before Schumacher. Now, both of them shine brighter.

Collaborate with stars, and get your star shinier.

Today, Michael Schumacher is the best and Ferrari is the fastest.



STAR STRATEGY

KEEP YOUR FANS ALIVE!

A KNOW YOUR CUSTOMER, GET IN CLOSE!

B WORK TOWARD A FAN CLUB!





KEEP YOUR FANS ALIVE!

**If you are familiar with the previous four “Star Strategies®”,
you must surely have fanatics.**

**Your loyal customers, your followers, your admirers who
love, support and promote you unconditionally.**

**They are the moons reflecting
the light of your star onto others.**

Your fans exchange their experiences of your brand.

**If these experiences are positive, their recommendations
can snowball into a great commercial success.**

Get in touch with your fans. Nourish them. Keep them alive.



KEEP YOUR FANS ALIVE!

A-KNOW YOUR CUSTOMER, GET CLOSE!

Establish a closer relationship with your customers.

Do not limit your communication with them solely to the media.

Create a database. Update and manage it.

Today, customers seek more special treatment than ever before.

Everyone wants to feel important.

You need to nourish your customer's attention and constantly

feed them with different news and experiences. In that way you

will reinforce your brand loyalty and keep your fans satisfied.



KEEP YOUR FANS ALIVE!

B-WORK TOWARD A FAN CLUB!

**Building a fan club must be the goal of any star brand.
This club is not for your occasional customers, but your loyal followers
who are passionately attached to you.**

**Fans come together with shared excitement. Even stadium loads of
them. Your fans are passionately attached to you.
They spread your sheen.**

The essence of every fan club is a sense of community and belonging.

**Create a community. Provide a place where your fans can meet. This
may be a website on the Internet, or a bulletin, or a stadium.
(Just take a look at any fan website...
how much time do they spend in there?)**

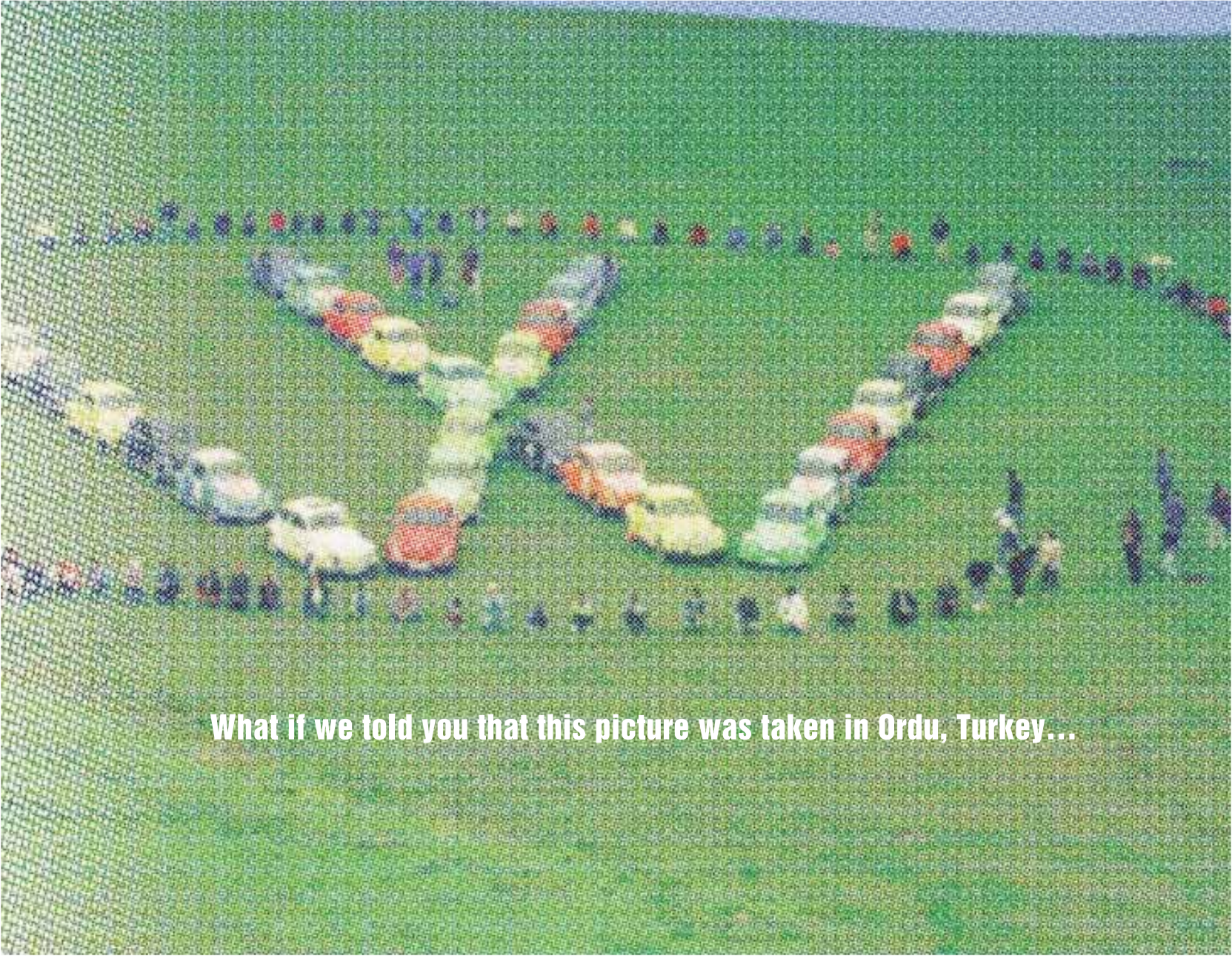
Give them the tools they need for mentioning your name to others: SMS, postcards, greeting cards, stickers, promotional material and other creative tools.

Sprite (in the USA), Nokia, Levi's, Kylie Minogue, Swatch, Harley Davidson, Volkswagen, OMO, Elvis Presley... examples of brands with die-hard fans and well-established fan clubs that spread their light.

Besides, many fan clubs are voluntary organizations that flourish independently. Make sure you support them.



VOLKSWAGEN



What if we told you that this picture was taken in Ordu, Turkey...




HARLEY DAVIDSON

Can you imagine your logo tattooed on the arm of someone you have never met before, someone who lives in an other country thousands of kilometers away?

By communicating the essence of their brand in the most efficient way, Harley Davidson gave rise to one of the strongest fan clubs in the world. Moreover, you are required to purchase a Harley Davidson before you can gain membership to this club.

Thanks to mass psychology, Harley Davidson owes a significant portion of their profits to the voluntary promotional activities of these fan clubs.





**If you would like to reach higher for
your brand, **to create star brands** and
increase your profits by creating
longer lasting sales opportunities,
we are ready!**

If you need great and lasting marketing and marketing communication ideas created for you and in cooperation with you...

If you would like to get people to talk about your brand and not just your ads, if you would like them to purchase your brand, than **be bold and come talk to us!**

SELMA DERiCi : (0212) 286 67 00

sderici@marka.com



M.A. R.K.A.

AHI EVREN CADDESİ, ATA CENTER
NO:1 KAT:1 MASLAK 34398 İSTANBUL
TELEFON: 0212 286 67 00
FAKS: 0212 286 67 08-09
E-mail: mail@marka.com
www.marka.com