

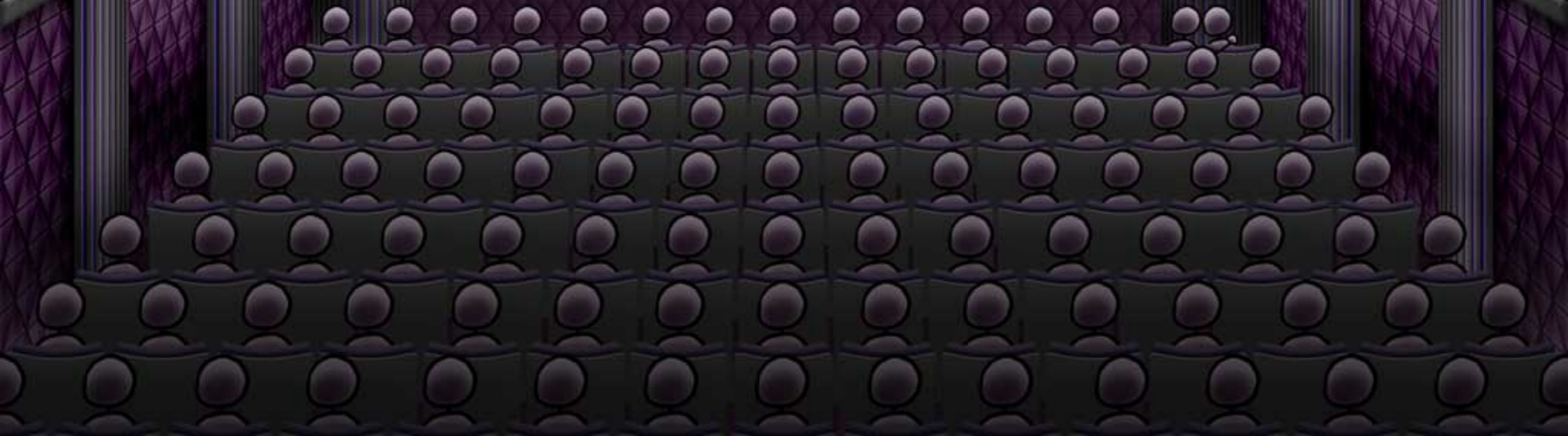


GREAT MOMENTS IN MARKETING PART II





ZOOM MARKETING CORPORATION presents
GREAT MOMENTS
IN
MARKETING
PART II





Way back in 1996, Ellie Victor and Nick Copping founded ZOOM Marketing, to help technology firms cut through the technobabble and get to *The Point That Matters*. Fifteen years later it's a different world, and we're still here, making Great Moments for our clients.

The "Great Moments in Marketing" comic emerged from our casual observations of this crazy, cool, fast-changing and not-always-making-sense world in which we live and work. We published a collection of them to commemorate our tenth anniversary, so how could we do less for our fifteenth?

We owe a hearty thanks to all the clients and friends who have seen us through the past decade and a half. This book is dedicated to all of you.

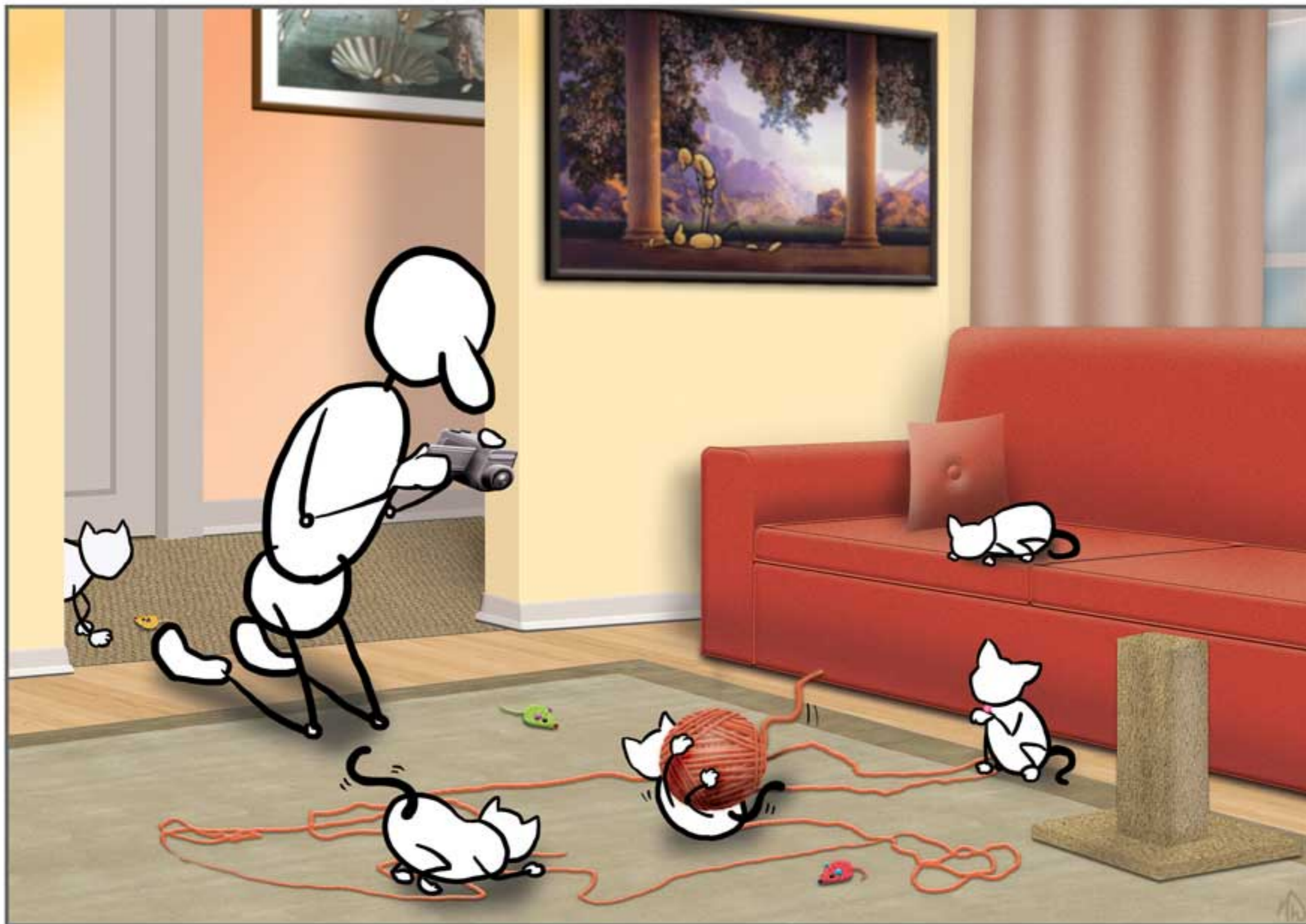
*published by ZOOM Marketing Corp.
to commemorate fifteen years of Points That Matter!
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Cartoons by Mike Woolson.
For more Great Moments, visit www.zoommarketing.com*



September 1996: Mark Zuckerberg gets on his mom's case.



August 2006: Search engine companies adapt to the global marketplace.



October 2006: The \$1.65 billion Google pays for YouTube works out to roughly \$2.63 per cute cat video.



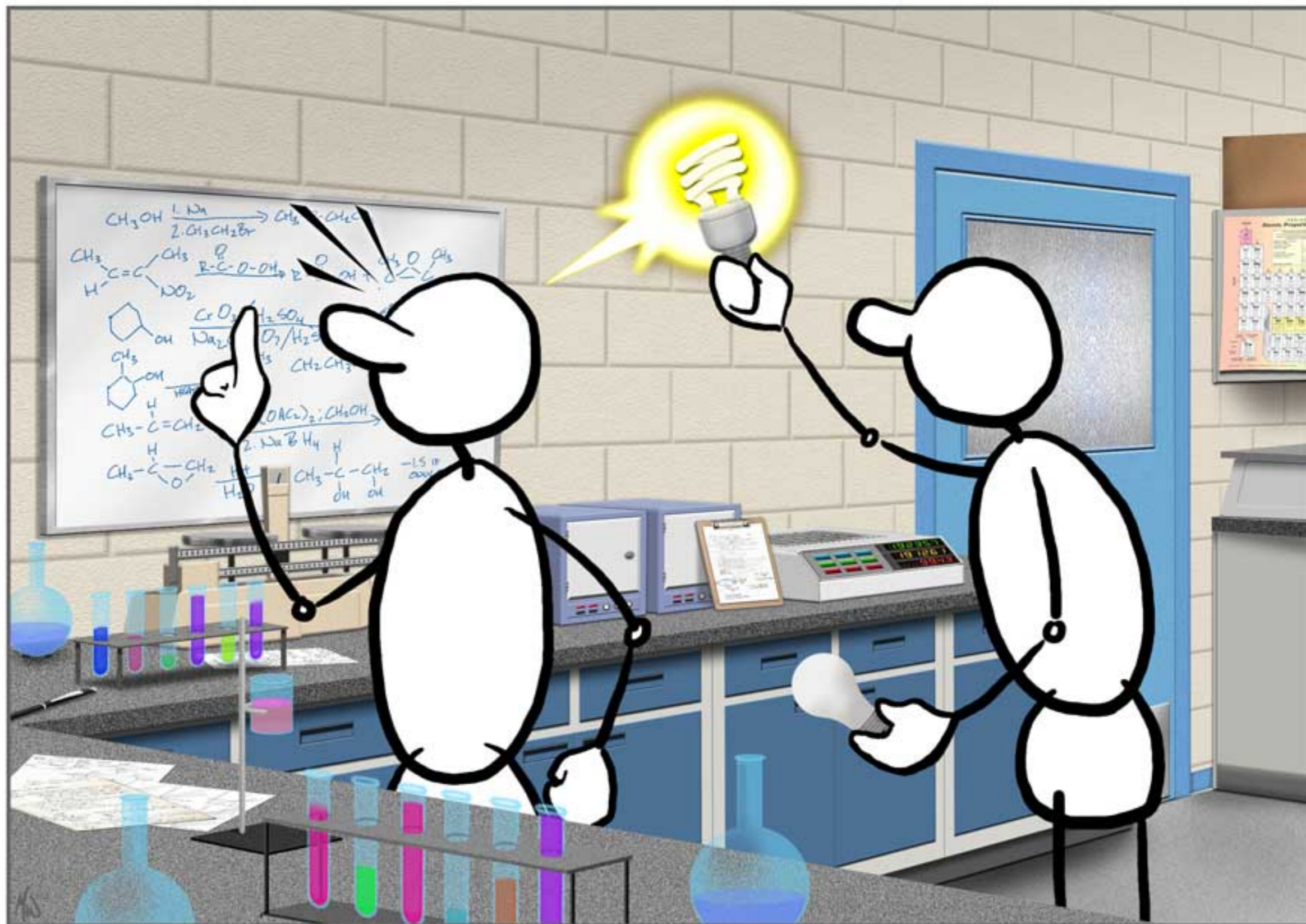
November 2009: The release of Windows 7 precipitates demand for a whole new "Cash for Clunkers" program.



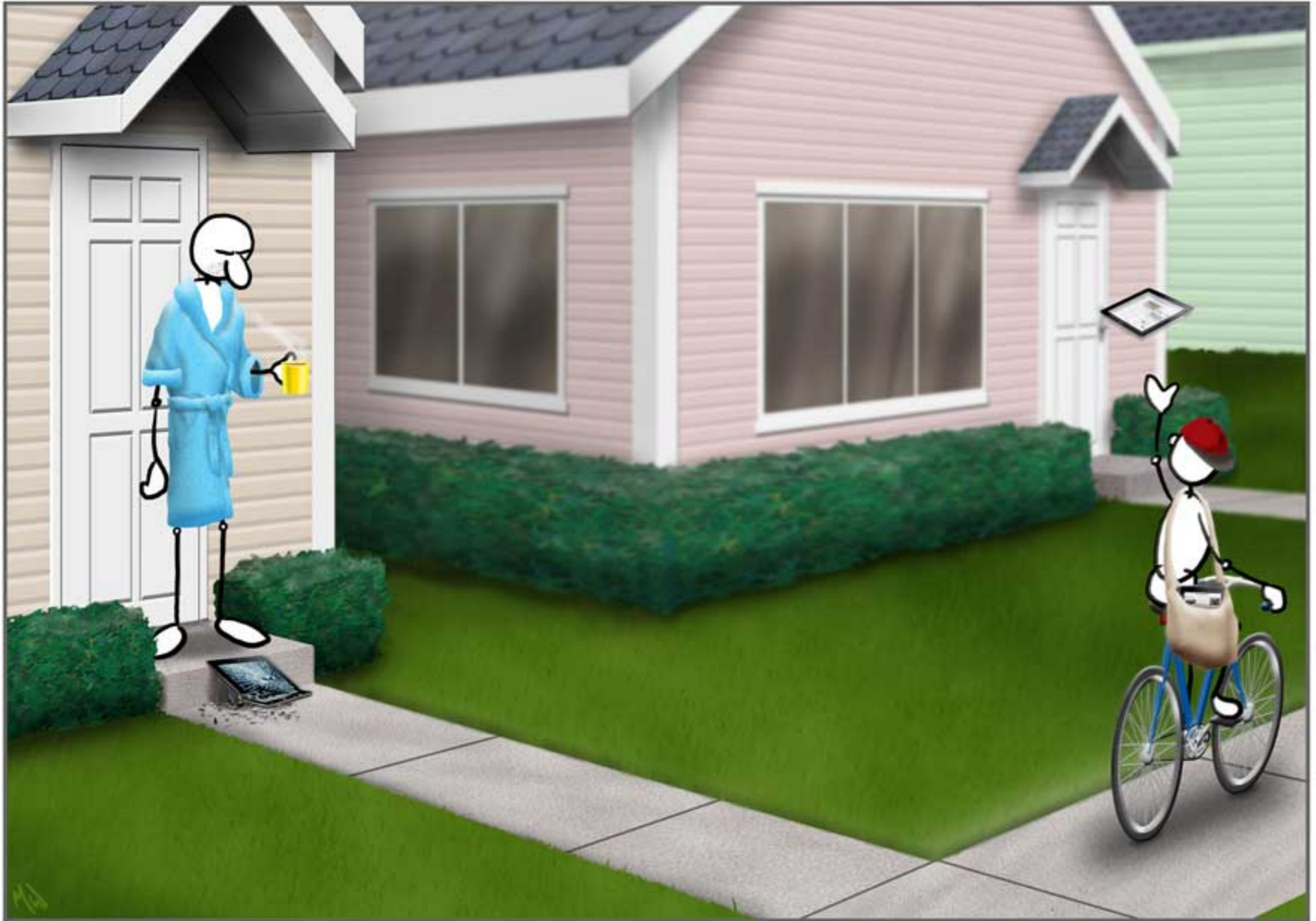
March 2010: AT&T drops Steve Jobs' call at a particularly inopportune moment.



November 2010: A laptop containing the Social Security numbers of twelve million good boys and girls disappears from Santa's workshop.



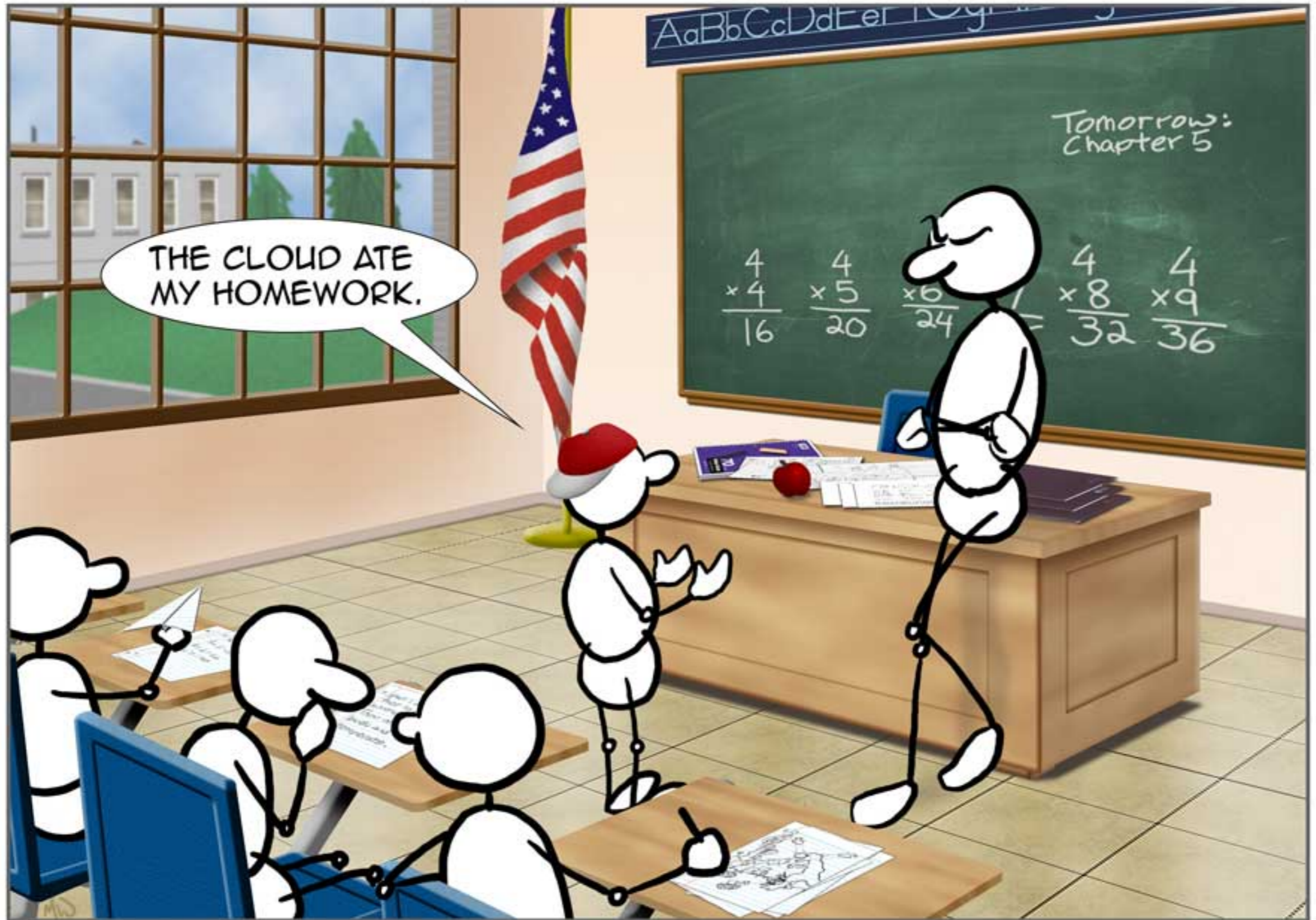
December 2010: In an effort to reduce the carbon footprint of their jokes, cartoonists start using energy-efficient CF bulbs to show people having ideas.



January 2011: Initial attempts to deliver *The New York Times* on the iPad prove problematic.



March 2011: The \$108,000 Tesla Roadster gives consumers a chance to show their commitment to the green lifestyle.



May 2011: As usual, the younger generation is quick to grasp the potential of emerging technologies.



August 2011: The Internet now knows if you're a dog.



July 2013: Airports start using body scanner data to tailor advertisements to travelers.



April 2015: New technology from Google Earth lets you poke someone on the head by tapping your screen.

ZOOM™ is a marketing strategy company that helps clients gain leadership through positioning, differentiation and *The Point That Matters*.™



ZOOM's philosophy is simple:

Marketing

is the process of owning a hill.

Positioning

is determining which hill to own.

The Point That Matters

is the reason you own the hill.

The Point That Matters has three defining characteristics:

It is **Unique.**

No one else can reasonably claim it as their own.

It is **Measurable.**

Business metrics back it up.

It **Frames the Debate** on your terms.

The market understands why your product or service is superior.

The Point That Matters drives marketing and all key business functions, including sales, product, engineering and business development. It serves as a catalyst to align and energize the entire company around a single, powerful message.

"I can't credit any vendor more with really having moved the needle for our company."

Rob Meinhardt, GM, Customer Solutions, Dell

"The work we did with ZOOM is benefitting all of Adobe."

Judy Kirkpatrick, Director, Adobe

"This was the best marketing investment that this company made in its history."

Vikram Mehta, President and CEO, BLADE-IBM

"Our early investment in ZOOM served us well in the long term."

Joe Miller, SVP, Retail Sales and Marketing, TiVo

"This is the third time I've worked with ZOOM, and each time I've been ecstatic with the results."

Rick Jackson, CMO, VMware

"ZOOM was amazing. Our team, our board and our prospects all agreed with their findings."

Rich Skrenta, CEO, Blekko

"I would absolutely recommend ZOOM without equivocation."

Peter Blackmore, EVP, Unisys

Since 1996, ZOOM has been creating Great Moments in Marketing for clients including:

Microsoft

ORACLE

DELL

vmware

SAP

hp

Adobe

CISCO



ARIBA

richrelevance

blekko

telenav

EDS

SugarSync



futurestep
A KORN/FERRY COMPANY
STRATEGIC TALENT ACQUISITION

"ZOOM was really instrumental at helping us galvanize three companies' perspectives into a cohesive marketing message."

Mark Fulgham, VP, Data Center Marketing, Cisco

"Their technique for aligning you with your customers and your market is pure genius."

Mark Jarvis, CMO, Oracle

"When the chief geeks are excited about messaging, you know you're on to something."

Tod Nielsen, COO, VMware

"I couldn't be more pleased with the results of the ZOOMing Process."

Byrne K. Mulrooney, CEO, Futurestep

"For us, the outcome of the ZOOMing Process could not have been better."

Rod Butters, VP of Marketing, Salesgenie.com

"The Point That Matters really does matter."

Chris Shipley, CEO, Guidewire Group, Inc.

"I would recommend ZOOM to almost any company of any size."

David Selinger, CEO, RichRelevance



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zoommarketing.com

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