



Metropolitan Senior Network Quarterly

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"For years it was made by guys with names like Rabbit, Quasimodo and The Chairman. The authentic blend of real fruit and white wine..." Through this 30 second stroll down "60's" memory lane you see visions of an inviting and carefree lifestyle.



You can almost hear the surf and smell the sun drenched salt air. What you actually hear is vintage rock and roll, what you actually see are tan bodies. This was TV advertising in its "Hey Day"—the good old commercials... I remember watching that and having the urge to grab a swim suit and my old Beach Boy 45's and run down to join them.

After all, I am a Californian and I knew every beach from La Jolla to Zuma... Snap, Crackle, Pop. I came back to reality when I realized that I did know California, and I did know the beaches. And I also knew that the pretty picture that played in that commercial was more real in the mind of the advertising executive on Madison Avenue that created it, than it was to the Californians who rarely live it, but I bet it sold a lot of wine coolers back then.

No wonder people used to frequently ask me why my hair was dark if I'm really from California. Advertisers were telling the public we all had blonde hair and danced on the beach. How many black-haired, brown-eyed "Californian girls" do you remember seeing or hearing about? Well, maybe Annette Funicello if you're old enough to remember the beach party movies. But the typical stereotype is blonde and blue eyed, and everyone knows it. Yes, I used to have long dark hair like Cher's, a white Camaro, and a pair of metallic gold platform shoes—stop laughing I admitted I was a Californian! What no one seemed to think about is that a large part of California's population is Mexican, and guess what color hair the majority of Californians have? I'll give you a hint...it isn't blonde. But that's OK, commercials stretch realities and turn your perceptions upside down. They use their own particular type of shorthand to communicate.

Like the new Cadillac commercial using Led Zeppelin



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MSN Core
Values

Compassion
Accountability
Respect
Excellence

Board Members

Photographs by
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MSN Newsletter



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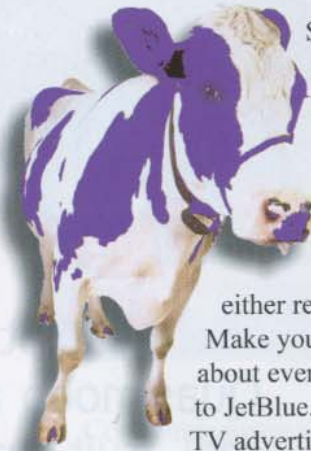


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music—I am still trying to figure out what they are trying to tell us with that one. Maybe: “You old rockers need to trade in your Harley’s?” Sorry I can’t help it...every time I hear Led Zeppelin I see my brother at sixteen with long hair on his dirt bike—and every time I see a Cadillac I see my Dad in his Coupe de Ville coming home from work—mixing the two just doesn’t work for me—but the ad has gotten my attention--it is remarkable.



Seth Godin has written a wonderful book on marketing called *Purple Cow*. The inside cover states, “You’re either a Purple Cow or you’re not. You’re either remarkable or invisible. Make your choice.” Godin talks about everything from Starbucks to JetBlue. He explains how the TV advertising age grew and prospered and why it ultimately faded as the top way to market a product or service. *Purple Cow* is not only about promoting and selling products, it is full of information that can be used in the day to day service marketing that we do in Long Term Care and Healthcare. Godin encourages us to be Remarkable, even if it is just in one aspect of our business, or with our own personal style. *Purple Cow* offers the reader many marketing truths and fundamentals, and tons of inside information about all of our favorite businesses and their failures and successes at marketing. Did you know that the cartoon character “Capt’n Crunch” was created for the advertisement first and only after that was a cereal product developed? *Purple Cow* is a remarkable book on marketing. I highly recommend it... It didn’t make me want to go dance on the beach like that old commercial did, but it has me up late at night writing an article about it and confessing that I owned a pair of gold platforms—remarkable!

-by Brenda Suteu
Past President, MSN

Metropolitan Senior Network is
dedicated to promoting
the professionalism of marketing,
resulting in appropriate housing and
long-term care for residents.