

foods, and breakfast cereals to increase both wholesale and retail prices were rejected by two major Australian national supermarket chains. Supplies ceased, and stock soon sold out. Consumers were confronted with empty shelves.

The key lesson learnt was that consumer behaviour reflected the attitude that the customers, typically the female head-of-the-household, could do without shopping for those selected items from Coles and Woolworths. To sate the appetites and the preferences of pets and children, there were no acceptable alternatives to the nominated brands.

Confused? Don't be. The presence and importance of house-brand products will continue to grow. The best and most sustainable defence is ongoing and integrated investments in brand names. The optimum is to establish, and have the brand name accepted as the generic reference of the product, service, application and company.

Those brand names that readily come to mind include:

- Hoover • Nugget • Vegemite
  - Google • Windows • iPhone
  - Amazon
  - and ... (complete the list – hopefully with your brand or brands)
- nor respected. The consequences

are typically immediate, sustainable and profound.

“Buts” and “Maybes” need to be considered in context. They are seldom barriers or impediments. Rather, they demand justification, and that is reasonable and ultimately reassuring. There are lessons aplenty awaiting those in the broader retail sector.

Imagine the scope possible for the Brexit negotiations between Britain and the European Union, and within Westminster. Accountability and justification apply to all. Funding, construction and the administration of a wall on the border between the United States of America and Mexico may well be another issue.

In that instance key questions relate to the aim itself. Some things are not negotiable, as evidenced in the attitudes of the US President and the Democrats in Congress. What is the aim? Raw political power. The proposed wall is simply a means to that aim.

#### GOOD TIMES AHEAD

With the effluxion of time, good times will return. In those periods, as now, it is important to not look or present “too good”. Talking too much will have little or no audience. Don't stop dreaming.

However, dreams and their content must never become the aim.

And yes, think. Share those thoughts. Develop, refine, reinforce and extend them. But avoid the temptation to make them the final objective. Innovate, create and simplify. Each is an essential attribute of disruption. Don't leave it to others to ask, “IF?”

#### RECALIBRATE

Volatility, toxicity and dysfunction are each components of the prevailing marketplace and, seemingly, the cultures of many entities throughout the world, across Australia, within communities and among peers, clients and associates.

At a time when all around you are losing their heads, a measure of stability, consistency and integrity is greatly valued. A measure of balance will enable the “ship” to be steadied, a new course to be set and broad horizons challenged and conquered. IF (only). Thank you Rudyard Kipling.

#### THE AUTHOR

**Barry Urquhart**

**Conference Keynote Speaker  
Marketing Focus**

**M: 041 983 5555 L: (08) 9257 1777**

**E: [urquhart@marketingfocus.net.au](mailto:urquhart@marketingfocus.net.au)**

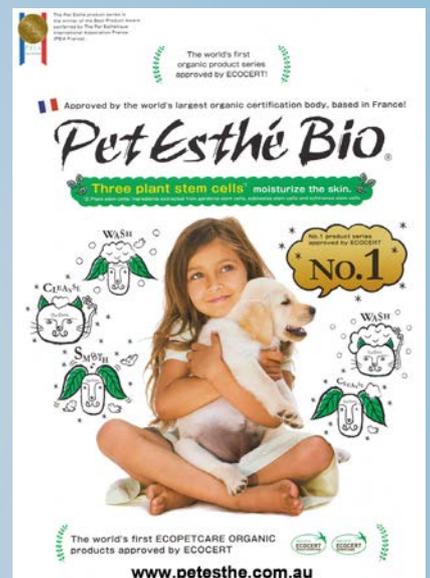
# WHAT'S NEW

## ECOPETCARE, AND ECOCERT ORGANIC ECOPETCARE

The Pet Esthé Bio range expands the highly regarded Pet Esthé range of salon-use shampoos, conditioners, aromatherapy, coat restoration, colours, and home use products, with Organic shampoos, conditioners and eau de toilet.

The guiding principles of ECOCERT ECOPETCARE include the protection of our planet and its resources, providing information to the customer, and the reduction of polluting discharge and waste. ECOCERT is a certification body which certifies around the world, more than 80% of organic care products, including products for babies and other lines. The certification is aligned to represent the international standards for organic cosmetics.

The Pet Esthé Bio range includes shampoo and other preparations for cats and dogs, with at least 95% ingredients from natural origin, gently washing the coat while pampering the skin and enhancing the coats natural beauty. The no-rinse skin care shampoo, with 98% of the ingredients from a natural origin, is very effective in removing dirt and body odour while pampering the skin. Then there is the range of eau de toilet, with 99% of the ingredients of natural origin. The Pet Esthé Bio series is available for salon use and also in retail packaging.



## PET ESTHÉ AUSTRALIA

For more information contact Pet Esthé Australia on (08) 8398 5560 or [www.petesthe.com.au](http://www.petesthe.com.au)