

Should You Advertise During a Recession?

Consider this ad from 1935 and how it affects buying today.

Advertising dollars spent during slow times are the best investment a company can make.

In 1929, rival cereal makers Kellogg's and Post were in a close race to win the breakfast cereal market. When the Great Depression started, Kellogg's maintained their advertising spending while rival Post cut back.



You don't need bird-songs or budding leaves to tell you it's spring. There's a craving for crisp, tempting foods that comes at this season — your appetite tells you it's time to *change to crispness!*

Why not leave the monotony of heavy winter meals behind? Enjoy the delicious crispness of Kellogg's Corn Flakes.

For breakfast tomorrow give your family this springtime thrill. Fill the bowls with crunchy golden flakes of corn and red-ripe strawberries. Pour on milk or cream. Then taste that matchless Kellogg flavor! See how much keener, fitter everybody feels after such a meal. Kellogg's Corn Flakes are nourishing. Rich in energy and easy to digest. Splendid for lunch or the children's supper. Ready to serve.

Remember, when you buy

There's just one reason why Kellogg's Corn Flakes lead the world in sales. *Outstanding value!* No imitation can equal their delicious flavor. No other corn flakes have that extra Kellogg crispness, kept oven-fresh by the patented WAXTITE inner bag. And no other corn flakes are made in the great, spotless Kellogg factory in Battle Creek, where quality and purity have been guaranteed for 29 years.

Don't accept substitutes. Insist on Kellogg's, in the red-and-green package, and give your family the *best*.

Kellogg's for CRISPNESS

At the end of the Depression, Kellogg's had achieved a category dominance that they maintain to this day.

Your ad dollars work harder in slow times. If your competition is less active, this is a time to steal market share and share of voice.

Just because your customers are not buying at recent levels does not mean they have stopped reading, thinking, or formulating opinions about the companies and brands they buy from.

Remember, the best reason to advertise in 2002 is...

2003.

Good luck out there!

Josh Gordon