



Best of the Best of 10 Years of Big Zigs

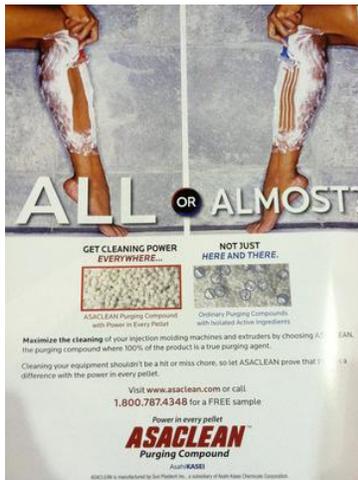
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With the marketing Big Zig approach, we take something that a company is already doing, and rewrite their marketing story to focus on this item. This gives them a marketing advantage.

Here are 6 of our favorite Big Zig examples:

#1. Show, don't tell.



Demonstrate what makes your product or service unique with your Big Zig. Don't talk about it. Show it.

Although you may have no idea what a purging compound does, this ad does a terrific job of showing, rather than telling by offering a comparison. It grabs your attention and tells the story.

#2. Have fun!

The more you can demonstrate your Big Zig in an entertaining way, the more likely you'll get prospects to pay attention and remember you.



Web designers get a lot of strange requests. So the folks at Agency Fusion had some fun poking fun at themselves (and the web design industry) with a hilarious video that has generated more than 1.3 million views, called Make My Logo Bigger Cream.

Is your logo too small? No problem. Apply the Make My Logo Bigger Cream to it and watch it grow! LOL! Too much white space? Just spray on the White Space Eliminator!

#3. Pull on their emotions.

Paul Johnston, a builder with a passion for sheds, promotes his sheds as life-altering in his book of testimonials, "83 Ways a Shed Has Changed People's Lives". A shed is a shed, but it's Paul's messaging that makes his company compelling.



#4. Create a "wow" product.



Here's Clocky, the rolling alarm clock we spoke about in the blog.

It's a fundamentally different alarm clock. It rolls until you shut it off. There's a design difference, not just a story difference.

#5. Create a "wow" experience.

A customer service Big Zig that's foundationally different from the rest.

Seth Gortenburg is owner of ChuxTrux, a 4-wheel truck, jeep, car accessory and installation company with 3 stores in Missouri and Kansas. He always wanted employees who had a passion for customizing cars and trucks and had experience in the aftermarket business. Seth trains his salespeople to give a unique experience, making sure customers are greeted within 30 seconds, and making each store visually appealing.



To make it happen, he's taking out the traditional counter you see in most auto parts stores that the salespeople stand behind. Instead, he's installing comfortable chairs for customers and work stations for salespeople so customers (some of whom are spending up to \$7,000) can relax and talk about their options.

#6. Go all the way.

Here's an operationally different BigZig.

A group of guys were looking to bring back the barber shop of yore with a shop that's more like a gentleman's club, than the in-and-out Haircuttery type. Offering 'the best haircut and straight razor shave you've ever had,' along with an old-boy camaraderie and a free drink, Kennedy's All-American Barber Club is taking that clubby feel even further - and is actually selling memberships.



The company has about 2,000 members and is planning to launch a line of private-label grooming products and a glossy magazine for members.

Can't figure out how to come up with a wow Big Zig for your company?

**[CLICK HERE](#) to schedule your complementary
Big Zig strategy session today!**