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Mazola Indian represents product benefits of corn

BY GEORGE DEAN
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Dancer Fitzgerald Sample

NEW YORK—While Mazola margarine's "Goodness of corn" campaign features an authentic American Indian as a continuing central character, it was never conceived as an ethnic campaign.

Rather, the selection of an attractive, contemporary American Indian woman was designed to communicate to a mass audience the salient product benefits of corn, or, as the American Indian called it, "maize."

Our marketing challenge was to

find a way to differentiate Best Foods' Mazola from the competition and to communicate its taste and health benefits in an authoritative but memorable manner. We looked for a vehicle which would not simply generate brand awareness (the category is already loaded with ever-popular mnemonic devices). It had to be relevant to the subject...to do the job we wanted it to do.

The answer lay with the American Indian. Not only did Indians raise corn to provide a central and important part of their diet, they introduced it to the first explorers who came to these shores centu-

ries ago. And we know that today's consumers learned these facts and the meaning of "maize" by heart as school children, and so readily accepted the authority of the American Indians as experts on corn goodness.

What we had was a distinctive and believable platform for our "goodness from maize" strategy, a platform which was already established in the minds of our target consumers.

As a final step, our challenge was to find the right spokesman to carry our message. We wanted someone who would symbolize the beauty, the pride and the heritage of the American Indian. And Tenaya, a delightful, contemporary full-blooded Apache born in Las Cruces, N.M., became our spokesperson.

The campaign was successful from the outset and has continued to produce share growth in the more than two years it has run. Copy testing has shown it generates high recall for the brand. And we continue to explore ways to build on the substantial equity that Mazola margarine has created with this strong core idea.

One commercial, set in an actual village, shows Tenaya speaking as an Indian in the background grinds corn. "We used the stone metate to grind maize... what you call corn."

Three other TV spots have Tenaya in the corn fields—holding a doll made of corn husks "after a good harvest of maize" in one commercial, in another holding an ancient digging stick as Indians plant maize nearby and in a third singing with children in an Indian language "My trust is in the sacred corn," an ancient song.

In each commercial, the spokesperson segues into the message: "Mazola margarine knows all about the goodness of corn. That's why Mazola margarine is made from corn oil goodness. Mazola margarine has no cholesterol, naturally, and Mazola tastes naturally fresh."

Each commercial in the campaign closes with Tenaya saying, "Remember Mazola margarine. It gets its goodness from maize."

We have had response from the American Indian community of

Goodness of maize

Mazola margarine uses an American Indian spokeswoman to play up the natural corn goodness of its ingredients.

The most gratifying and constructive advertising which does what good advertising should do: Gain viewer attention and communicate a compelling consumer benefit. The presence of Tenaya, our American Indian spokeswoman, lends the authority and believability that helps to negotiate the sale. #



12% market share is 12%—no matter what the source



BY SKIP FINLEY
Eastern Sales Manager
Mutual Black Network
and VP, Sheridan
Broadcasting Corp.

NEW YORK—Obviously, the challenge facing minority media is that of getting a larger proportionate share of the advertising dollar.

Some might say that is true of any lower ranked radio station or new publication.

I disagree. Consider the following items.

- A major toothpaste brand purchased one 30-second spot on "King" (NBC-TV) for \$60,000 to reach heavy-using blacks. Yet the brand does not use black media.

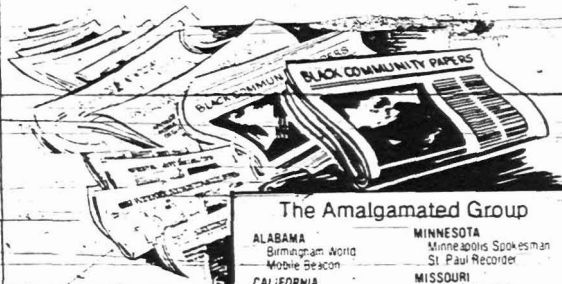
- The 1970 census underestimated the U.S. black population by 7.6%. There really were 1,800,000 more blacks than the government thought.

- Of the top 100 U.S. markets ranked by black population, 40 do not receive ethnic measuring controls by Arbitron, the leading radio rating company. These markets encompass 8.6% of the nation's population—which means that we don't really know what 2,200,000 blacks listen to.

- Of Nielsen's 1,100 or so metered TV homes, about 90 are black (we hope!). These 90 homes determine what blacks supposedly watch. For instance, they show that black women watch more daytime TV. Many advertisers reached the conclusion that as long as they have a 60%/40% day/prime mix, they don't need "specialized" media (which, to us, means black media).

- Much market planning is predicated on Nielsen or SAMI's lengthy and boring warehouse

When you need to talk to the 80 Billion Dollar Black Market...you need to talk to us!



if

you want to introduce a new product or promote a national campaign with heavy local or regional effort

we has 80 ways to meet your needs. A powerful Black newspaper in every

The Amalgamated Group

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|---|--|
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Mobile Beacon | MINNESOTA
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California Voice Oakland
Los Angeles Sentinel
Sun Reporter & Metro
Reporter Group B
Post Newspaper Group
San Diego Voice News | MISSOURI
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St. Louis American
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| | OREGON
Portland Observer |
| | PENNSYLVANIA
New Pittsburgh Courier |



NORTHERN CALIFORNIA'S

Black travel large, but

By CLARENCE M. MAJORS JR.
Editor-Publisher
Negro Traveler & Converter

CHICAGO—We were born need to help black people the days of segregation blacks feared to venture railroad or bus station strange town. They cc beaten up, jailed or even they did not have an ad hotel to go to.

In those days, 37 years told black people who would find a guest house they would be accepted.

Over the years, our pu has changed and blacks n need such information. I furnish the information t to travel, facts about the fa of the world in travel feat we carry ads for hotels and

While some airlines no use in the black media, lines and cruise lines h very slow. As for some v tels, it seems that unless

Advertiser should see

BY PRESTON J. EDWARDS
Publisher
The Black Collegian M

NEW ORLEANS—The n lence facing minority m 1980s is to survive and Considering that there s handful of nationally c black magazines, with being downward, publi what could be called a " field for blacks. It's a to ness.

What makes it tough advertising community allocate an equitable sh vertising budgets to t oriented media. The b sumer is being overlook nored by many advertis

The main problem is companies think they blacks by advertising i eral media. After all, Blacks watch tv and rea paper. However, in adv more than the message, dium. The empathy-an ity of a medium are tra



Welcom