

**Economic value is not just about bargains.**

Maintaining brand awareness and image are important keys to staying strong in a recession period. While a consistent image is central to a focused branding campaign, it may be smart marketing to adjust your brand message for the current world of a tight economy.

*A couple examples of this seen recently:*

Allstate - "After the fears subside, a funny thing happens: People start enjoying the small things in life. It's back to basics, and the basics are good."

Hyundai - "We're all in this together. And we'll all get through it together."

By thoughtfully reframing or redefining your value potential to your target customers or clients you can stay relevant in a shrinking market. Focus not just on the bargains that you can offer but on the economic value that you can deliver when everyone is focused on what they are spending and where. Meeting hard times head on may be the best business strategy right now.