

PRNews'
GOOGLE July 15 | NYC
Boot Camp

Purple Goldfish

How to Stand Out in
A Sea of Sameness



STAN PHELPS
@9INCHmarketing
#remark-able

9^{''}inch
marketing







Gail Cook ▸ Panera Bread

August 8 at 2:51pm · 🌐

My grandmother is passing soon with cancer. I visited her the other day and she was telling me about how she really wanted soup, but not hospital soup because she said it tasted "awful" she went on about how she really would like some clam chowder from Panera. Unfortunately Panera only sells clam chowder on Friday. I called the manager Sue and told them the situation. I wasn't looking for anything special just a bowl of chowder. Without hesitation she said absolutely she would make her own for me when I went to pick it up they wound up giving me a box of cookies and bread to go with it. Most, but to my grandma it meant a lot. I really want to thank Sue and the staff from Panera in Nashua NH just for making my grandma's last wish come true.

Brandon Cook Wilton NH

Unlike · Comment



Dorothy Sturgis Williams That's wonderful that they did that for you and your grandmother peace and joy as she looks back on a life well lived

September 1 at 12:21pm · Like · 🌐 1



and 815,138 others

Terresa Fly

... comments

... 4,985

wish

9⁹inch
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Moment of Truth



**THE
PURPLE GOLDFISH
PROJECT**





Why a Goldfish?





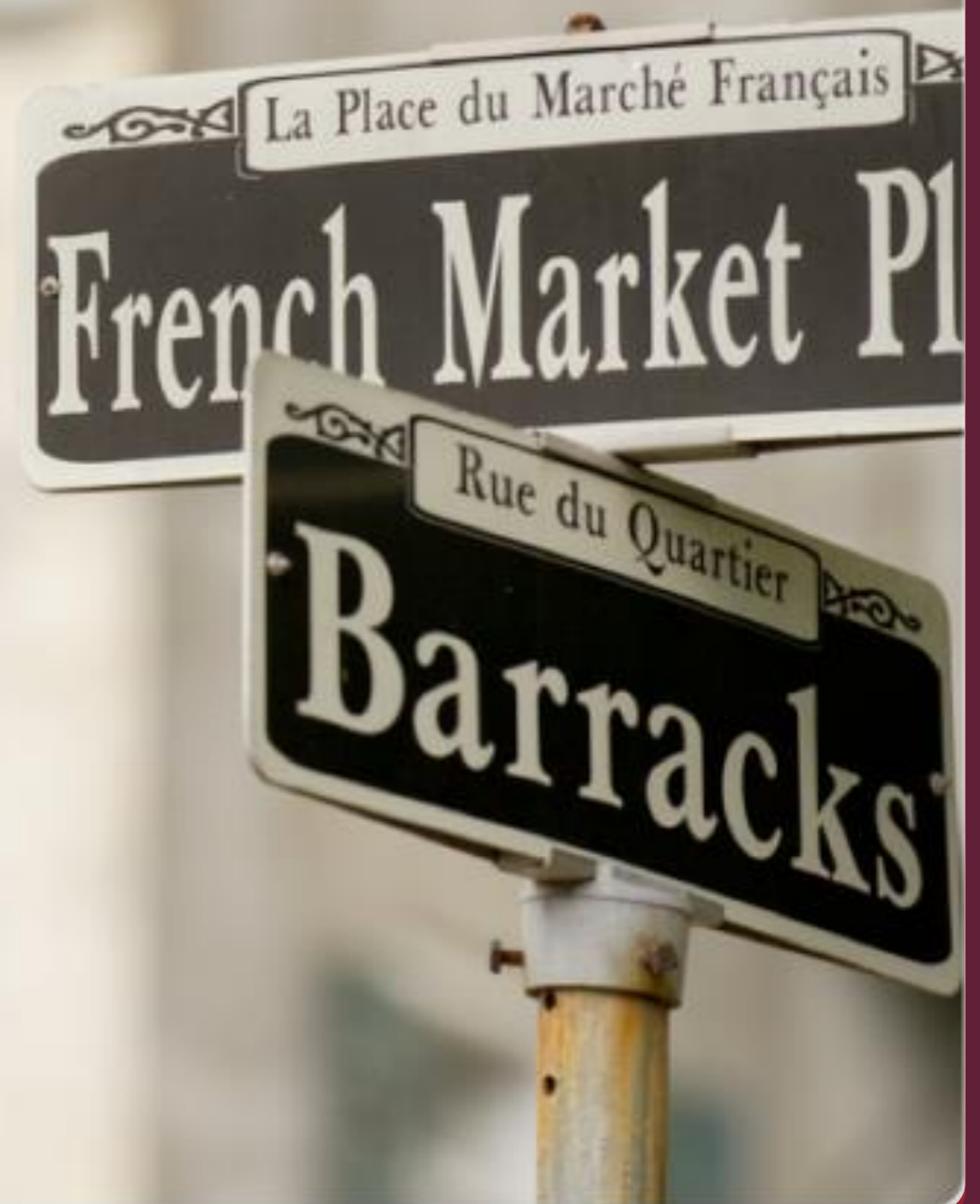
GUPPY LOVE

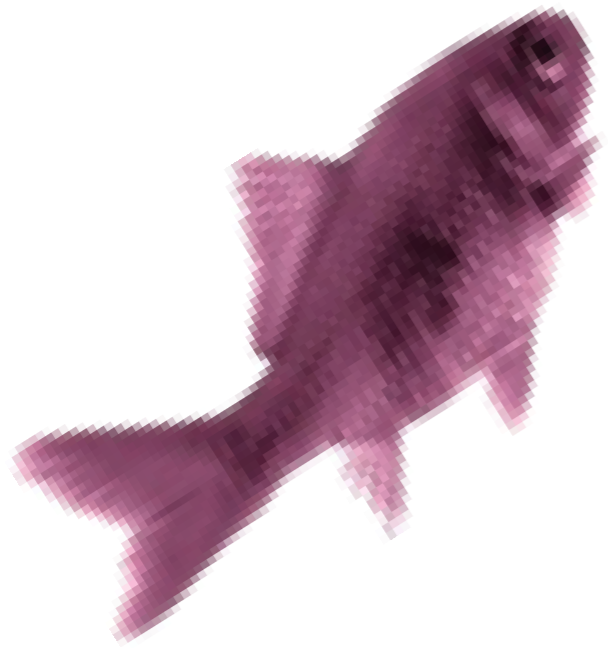
Why Purple?



Definition of Lagniappe

'The 'additional Gift'
or 'to give more'





3W's

WHAT



WHAT



WHAT



PLAZA
CLEANERS
OF PDX

Plaza
CLEANERS

IF YOU ARE
UNEMPLOYED
AND NEED AN
OUTFIT CLEAN
FOR AN INTERVIEW,
WE WILL CLEAN
IT FOR *FREE*

WHAT

WHEN



WHAT

WHEN



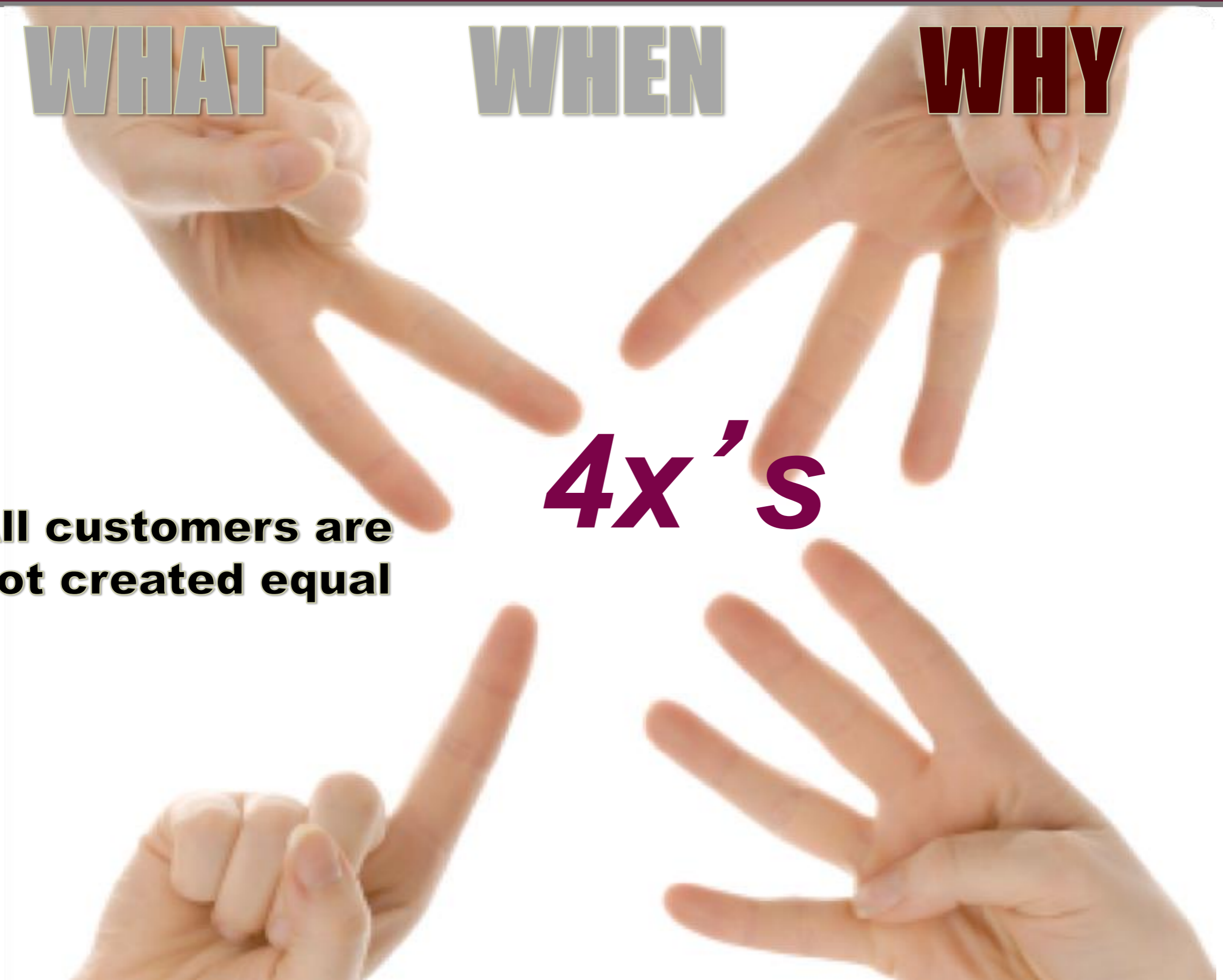
WHAT

WHEN

WHY

4x's

**All customers are
not created equal**



WHAT

WHEN

WHY

www.ccsenet.org/ijms

International Journal of Marketing Studies

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Gifts-Upon-Entry and Appreciatory Comments: Reciprocity Effects in Retailing

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46%

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Abstract

An experiment was conducted in a restaurant to determine the effects of a small gift upon entry and greeting customers with a thank you for their patronage. Two types of gifts were used: a cup of yogurt and an inexpensive key chain. The authors found that providing a gift upon entry into a store had an impact on how much was spent, on the performance rating, and on how strongly the establishment would be recommended. This study did not find any differences between gifts: a gift of a cup of yogurt had the same impact as a key chain. The difference in amount spent between the group that was not greeted or given a gift and the group that was greeted and given a







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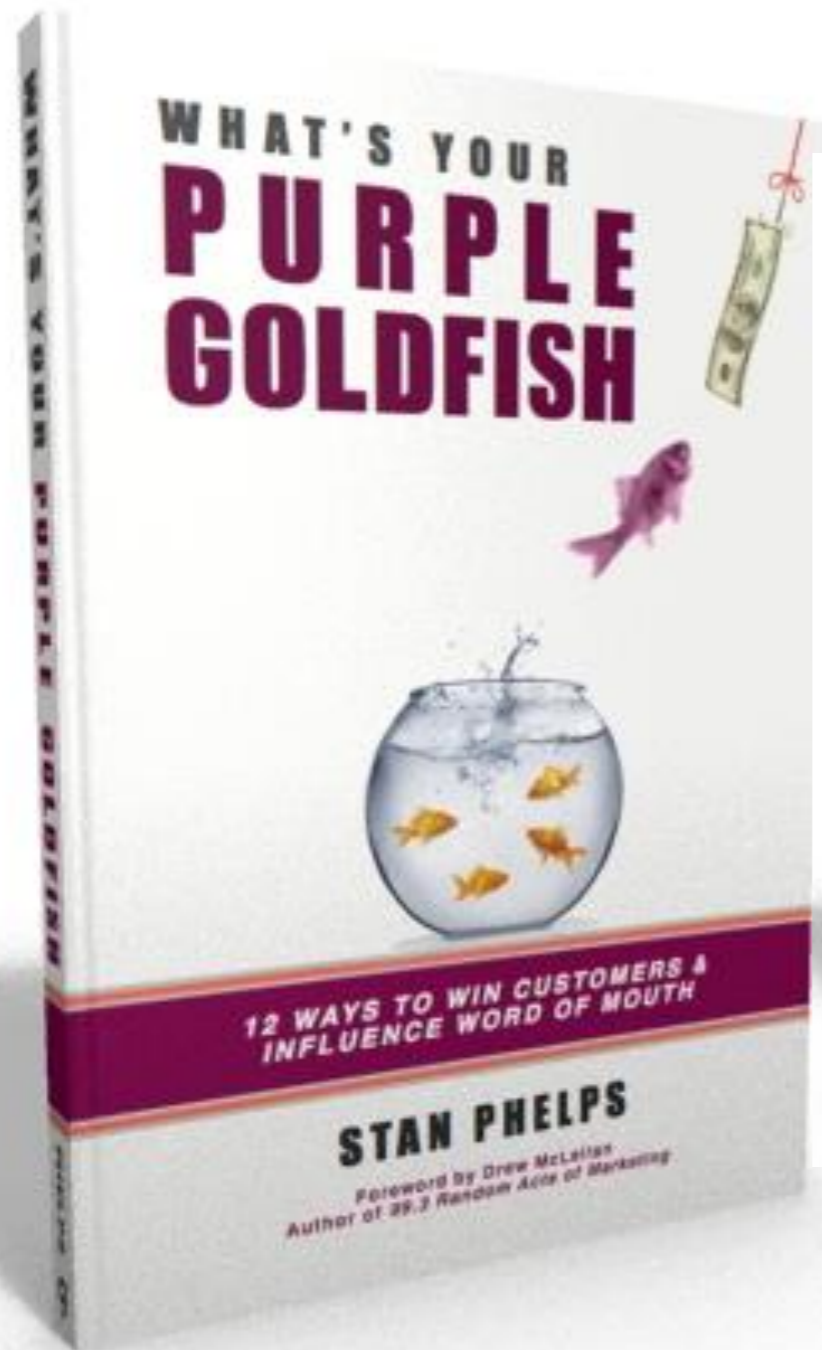
7:40 AM



THINK OUTSIDE THE BOWL



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