

# Marketing Lessons from the Celebrity Apprentice

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So, I was watching an episode of the Celebrity Apprentice, Season 8, and with only five contestants left, it was really getting down to the wire. That night's challenge was to create a jingle and a 30-second radio spot for Chicken of the Sea tuna.

Well, one team, KOTU, had Clint Black on it. In case you're not familiar with him, he's a Grammy-award winning musician who writes much (if not all) of his own music. The other team, Athena, consisted of a poker player and a former Playboy Playmate, both of whom described themselves as "tone deaf."

Needless to say, Team Athena was in near panic after learning about the challenge, while Team KOTU thought they had the challenge in the bag because of Clint Black.

## **Well, they were wrong.**

KOTU came up with a great jingle that was slow paced and (surprise!) set to country music a la Clint Black. Athena, on the other hand, came up with a snazzy, jazzy, catchy jingle set to more of a pop beat. While the marketing executives from Chicken of the Sea liked both jingles, they ultimately chose Athena's, passing over Clint Black's attempt.

## **Why?**

Well, not surprisingly, Black's jingle was all country (beautiful though it was) and the marketing executives weren't certain it would have the mass appeal that Team Athena's would have.

## **So, what happened?**

In this challenge, Black couldn't see the forest for the trees. He is so immersed in the country music world that he never even thought about taking the jingle in a different direction other than country. While the end result was a beautiful piece of music, it wasn't effective – and Black got fired.

With no musical background, members of Team Athena, on the other hand, had completely fresh perspectives. They were able to take their market research and produce an effective jingle that would impact the company's target audience.

## **This is the type of "perspective" that a professional copywriter can offer you.**

Sometimes you get so busy that you lose perspective about your company – and about what makes it unique in the eyes of your customers and prospects. But a professional copywriter can bring fresh eyes – and fresh ideas – to the table. They are not caught up in the day-to-day inner workings of your company or your industry and can therefore, many times, do a better job of communicating "big picture" concepts about your business.