
MEMORANDUM TO EVERY OFFICE

TO: Everyone
FROM: edmoss@maykit.me.uk
SUBJECT: Don't let your customers simply just get what they pay for
DATE: Today
CC: Everyone else who might otherwise miss it



You get what you pay for? Brand manipulation tries to constantly ensure a want becomes a need.

"*You get what you pay for*". A statement guaranteed to strike fear into any financial-conscious parent queuing with their son outside a depressingly dark and noisy fashion shop. They have to be dark and noisy to reflect the far eastern sweatshops in which most of the products are manufactured.

However the £80 sweatshirt that you are quite unhappy to be bullied into paying for then comes with an advertisement for the company name on the front (surely they should pay you to wear this?), yet it leaves the far eastern factory at only a few dollars.

My eyes were well and truly opened to brand manipulation several years ago when I undertook a little freelance work for a delightful family-run Leeds company.

They manufactured and delivered quality beauty products in bulk around the country. Wonderful stuff such as coconut and jojoba shampoo, dressing out cream, salon wave pink, stylecare gel and more.

Now what I did learn was, that while many hairdressers were simply decanting the products into the own salon dispensers to use on their customers, others were decanting (and quite legally I might add) the products into bespoke bottles for resale under their own name.

However, while "Betty's Hairdressers and Burger Emporium" on a sink estate in Birmingham was charging £1.99 a bottle, "Chez Con Customers" on St

John's Wood Road in London, the type of salon with very uncomfortable seats and owned by a very badly-dressed TV hairdressing personality with a fee of £600 to 'personally' look at your hair from 50 metres, was charging £39.50 for the identical 60p's worth of product.

There is absolutely nothing wrong with that, on the basis that if the St John's Wood customer is happy to part with that sort of money, well more the fool them!

However, the point is that while these are high quality, British-manufactured products, you are NOT getting what you pay for because you have essentially been brand hijacked by the 'posh' hair salon at 20 times the price.

As long as we take the "You get what you pay for attitude", assuming that expensive is best, the importers and sellers will simply continue to rip us off. If you think it's too expensive, put off your purchase. Don't queue up outside the shop for the latest "fruity" must-have but "really don't-need" phone or a 60p DVD cleverly disguised as a £48 console game.

If your customers vote with their wallet and feet, and note that the Aldi generation is becoming altogether much more savvy, you only have yourselves to blame.

Don't fall into the trap brand typecasting your own products with customers.