

Kellogg's vs



Before The Great Depression



#1 Brand of Breakfast Cereal
(the only cereal people even thought of)

Kellogg's Almost Unknown



1929 Great Depression

1930



Cuts it's advertising budget to 25%

Kellogg's

Rice Krispies was invented. They decide to INCREASE advertising budget - 200%



1935



Sales Increase after Depression 2%

Kellogg's

Sales Increase after Depression over 200%

2009 (80 years later)

Kellogg's

STILL #1



STILL #2

McGraw Hill Study: 600 companies in 16 industries 1980-1985

Companies that increased ad budgets during recession, increase sales average 256% over competition who cut advertising.

**When Times Are Good, You Should Advertise . . .
. . . When Times Are Bad, You MUST Advertise!**