



Don't discount your brand... add real value.

**AUDIENCE BEHAVIOR** ■ To spend or not to spend, that is the question that a lot of people find themselves asking more and more these days. And while people's purchase decisions often change when they're on a budget, the decisions are not always as simple as just comparing price tags. There are two sides to the customer value equation: what you pay and what you get. And though slashing prices can be a quick way to close the sale, most people are still willing to pay for the brands that add value by adding the extras that make it worth it—the assurance that they are spending wisely. These recession-fighting incentives can be a great way to earn the attention, business and, hopefully, loyalty of audiences trying to make the tough decisions between the things they can't afford and the things they can't afford to pass up.

**BRAND BEHAVIOR** ■ With consumers demanding more for their money, more companies are cutting prices to offer the "best deal," which can come at the expense of the bottom line and brand perception. And now, more than ever, it's important to stand out. Maybe marketers would be better off fighting the recession with incentives that add value and provide distinct business advantages instead. Creating tangible and rational value allows consumers to spend more wisely especially in this climate of frugality.



**HYUNDAI: ASSURANCE**

Instead of simply discounting its already economical line of vehicles, Hyundai is addressing consumer fears with an innovative return policy: **Hyundai Assurance**. Those who finance or lease a new Hyundai can return the car for no additional charge if they lose their job within a year of purchase. The incentive has helped Hyundai distance itself from America's Big Three automakers and increase sales 14%, nearly doubling its market share as industry-wide, new-vehicle sales fell 37% last month.



**HARLEY-DAVIDSON: RIDE FREE**

**Ride Free Guarantee** is ideal for riders looking to join the "hog family" and experience the freedom Harley-Davidson promises, but who are also worried about the current financial situation. New owners purchasing a Sportster will have the opportunity to trade it in for the full MSRP at any point within a year's time. "Ride Free" introduces the idea of trading up within the brand from day one, giving riders the opportunity to test drive their new bike for a year before moving on to higher-end models.



**SEARS: LAYAWAY**

In an effort to entice consumer spending over the holiday season, Sears brought **layaway** back to its stores — nearly two decades after doing away with it. The program, with roots dating back to the Great Depression, was reintroduced as a direct response to customer demand in the face of the current economic crunch. The 90-day layaway provides recession-weary customers with a way to spend within their means and doesn't leave them worrying about credit card debts and the associated costs.