

As F.T. began telling Kenny about his incredible breakfast meeting, concepts were already popping into his head.

“We’re always looking for what’s ‘new’ and ‘hot’ when we should be looking at what works,” F.T. exclaimed. “I think marketing firms have always equated awards with talent, and used them to capture new business. But, they often get that business at the expense of losing the loyalty of their existing clients.”

A perplexed Kenny said, “I see your point, F.T., but how does this help us sell more potions?”

Feeling his oats, F.T. smiled and said, “I bet you’d rather sell more product than hear about our marketing firm’s awards!”

Within minutes, Kenny had fired his marketing agency and promoted F.T. to Director of Marketing for the company. His first step was to go back to the basics.