

November 17, 2018

Saturday

World Prematurity Day



Objectives & reminders

Appointments

Early morning

8 a.m.

9 a.m.

10 a.m.

11 a.m.

Noon

1 p.m.

2 p.m.

3 p.m.

4 p.m.

5 p.m.

6 p.m.

Later evening

Happy birthday: Nancy Green

Born as a slave in Montgomery County, Kentucky on November 17, 1834, Green was probably the first African-American model used in U.S. national advertising and packaging. At the age of 56, Green’s picture as “Aunt Jemima” became part of the Aunt Jemima Pancake Mix trademark.

Within three years, Green’s role as Aunt Jemima had expanded to that of the brand’s spokesperson. At the World’s Columbian Exposition in Chicago, Aunt Jemima demonstrated the pancake mix and served thousands of sample pancakes, which helped generate a flood of more than 50,000 orders.

For the next 30 years, Green continued to play the role of Aunt Jemima as she toured the country promoting “her” pancake mix and using free samples to coax people to try the brand. Her friendly personality, coupled with her storytelling skills and reputation as a good cook made Green particularly effective as Aunt Jemima. Sales soared.

Shortly after Green’s death in 1923, the company was sold to the Quaker Oats Company. Since then, other women have promoted the brand by playing the role of Aunt Jemima.

Marketing lessons from Aunt Jemima

First, Aunt Jemima Pancake Mix was one of the first convenience food products. Its success helped pave the way for hundreds of convenience foods that followed.

Today, marketers know there’s usually a market for brands that are easy to use and promise to save busy consumers’ time.

Second, the makers of Aunt Jemima Pancake Mix were among the first to recognize and capitalize upon the marketing potential of free samples.

Today, marketers know that samples can be extremely effective in raising awareness and enticing consumers to experience the brand. Samples can be particularly effective when the brand experience is difficult to convey fully in advertising communications – such as the *taste* of a food item.