

# Bad Marketing, Part 1

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I find myself regularly surprised at some of the downright confounding marketing decisions I see made out there. Now, I'm a detail-oriented person so I sometimes catch things that most people wouldn't, but some of these things are glaring. Everyone makes mistakes, but when it's something like a TV commercial, I would think that there would be multiple content reviewers to prevent those mistakes from making it out into the wild. Yet today, I heard this in a commercial:

Don't shop around, call [offending company] first.

So much for content reviewers! Maybe it's just me, but the first thing I thought was "why are they telling me not to shop around?" Well, actually the first thing I thought was how arrogant it is that they would presume to tell me what to do, but once I moved past that I was left with the aforementioned question, to which I could only conclude that they have something to hide. Now, maybe they do have something to hide and maybe they don't--it doesn't really matter because at this point they have put the seed of doubt in my mind and I don't trust them. And that's what I call Bad Marketing.