

Peter Orenski
tells it like it is

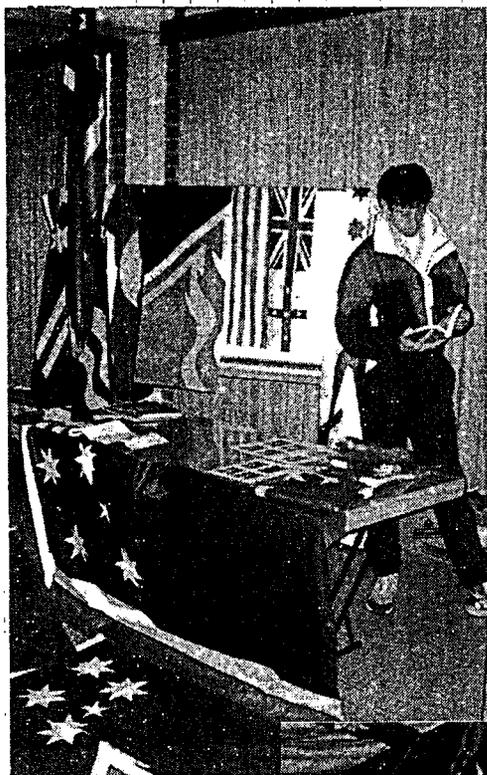
Kevin and Whitney
in D and M



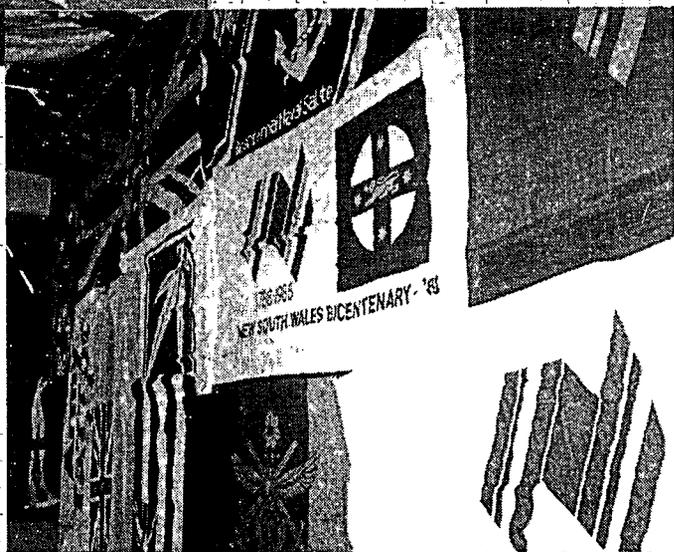
Presidential
Mode



By yon bonnie flags
By yon bonnie braes



**FLAG BAZAAR!
FLAGS BIZARRE!**



A light hearted look at marketing of flags from Melbourne, Victoria, to the home base market and to the other states of Australia.

An interaction from attendees and the presenter in particular our overseas visitors who could then appreciate what a Vexillologist/manufacture obtains from the market place ie: a population of only 17 million distributed across a large continent with potential customers being obtained purely by phone/fax networks. No representatives to eyeball customers who may come into the showroom and order stock or made-to-order flags from showroom staff or specialty phone staff taken from their desk positions.

Firstly it was pointed out that with this style of marketing, not unusual in this day and age with high overheads (irrespective of the product) many more customers could be reached right around the country, provided that service could be maintained to any point.

This was paramount from the outset once the customer was advised we would keep to a delivery schedule and in this case three weeks or BETTER from receipt of order and cheque. (or Bank Card/ Master Card/ Visa Card).

The latter word should be illuminated, and without exception less than 1% of complaint from any area - the goods have to be paid for irrespective and with a backup of service and the finished product being successfully completed this form of direct marketing was accepted in good faith from a wide range of customers.

Examples of phone procedures (Cold calling) and how leads were obtained from an embryo stage were worked on or recorded so that those prospective customers could be re-established to gain repeat business.

All of this information detailed thus far relates to flags of commerce rather than a country flag with a symbolic overtone. However we all know that any flag moving attracts attention of passers by, whether it reads correctly, is upside down or contains an eye catching logo or colour.

For the flag manufacturer/vexillologist and staff these messages will ring true particularly if they are astute enough to see the market outside of a country flag, city flag, council flag etc. Whilst I can relate many stories on the marketing side of flags and will continue to do so I leave you with a check list to obtain repeat business.

1. Ethnic Associations.
2. Town festivals, carnivals and fairs.
3. Centenary celebrations - any organizations, club.
4. Sporting bodies - local, state, interstate international.
5. Shopping Centre Malls, entrances.
6. Architects.
7. Builders.
8. Landscape planners, designers, gardeners.
9. The "top 500" companies - any country often listed by magazines (this may produce the 80/20 rule ie, 80% of your business from 20% of your clients - worth checking your existing records.
10. The top 500 exporters via export council.
11. The top 100 advertisers via advertising associations.
12. Town planners.
13. Engineers.
14. City Councils.
15. Shrie Councils.
16. Chambers of commerce.
17. Traders associations.
18. Real Estates.
19. Motor Traders - New and Used.
20. Display Homes.
21. Motels/Hotels.
22. Historical Associations.
23. Museum Associations.
24. Oil/Petrol companies.
25. Boat traders/ mariners.
26. Motor mower trade.
27. Tyre dealers.
28. Hardware companies.
29. Computer companies.
30. Antique Dealers.
31. City information/ tourist information.

32. Naval/ Military/ Air associations for museums.
33. Veteran services groups.
34. All service organizations.
35. Maritime museums.
36. Graphic designers.
37. Souvenir outlets.
38. Flagpole manufacturers.
39. Flag hardware manufacturers.
40. Screen printers.
41. T shirt Screen printers.
42. Cloth badge manufacturers.
43. Newspaper cuttings, articles any town, state, country.
44. Business newspaper articles, growth, expansion additional branches of companies.
45. Public relations
46. Tourism resorts.
47. Embroidery organizations.
48. Embassies, consulates
49. Theme seasons.
50. National Days.
51. Valentines, Easter, Fathers day, Christmas
52. Advertising agencies.
53. Hire cars companies.
54. Group cattle breeders.

Most important - make yourself known as a keynote speaker on flags at any organization with a selected range of flags - again interact with the audience.

I would appreciate further input from persons interested. to add to this list. This is the way we grow from what is considered an insular product to the outsider.

As the congresses expand I hope to produce a cross referenced network of flag related products and flag hardware which could become a "bible" for any country flag association if kept up to date. I invite communication from vexillologists anywhere to establish something identical, separate from the world wide list of vexillologists already in print. **SHARING SHALL WE GROW.**