

MARKETING HORROR STORIES

Consistency is such an integral part of marketing. It influences the way people view and connect with your brand, and how much they trust you. That's why you need to make sure your marketing efforts are consistently at their best. However, it's not always possible to control every aspect of your marketing campaigns, let alone branded apparel and promotional items.

You may already know, however, that any marketing mistake can be catastrophic: more than being awkward and embarrassing, it can have a negative effect on your bottom line by turning a simple mistake into a nightmare — just like the following brand blunders:

BRAND MISTAKES THAT TURNED INTO NIGHTMARES

Brand mistakes come in all shapes and sizes. While some are hilarious, others are pretty serious. Proforma has seen and heard about many mistakes in our time, here are the most terrifying:



I created a testimonial video and hosted it on YouTube to premiere at a large internal employee meeting. When the video concluded, the 'suggested videos' slide popped up and there was a porn video on there. I had to run up to the AV closet on the stage and shut the whole presentation down to get it to go away. I still shudder when I think of that. ”

I once put together a webinar presentation with a section on the importance of getting the right data assets. But instead of 'assets' it said 'asses'. Since it's a real word, spell check didn't catch it and we didn't notice until the webinar went live!



I did a layout for a newsletter once and put funny/joke captions under all of the photos. Unfortunately, I forgot to remove them. Yep, the newsletter went out that way — to my dismay! I've stuck strictly to 'lorem ipsum' ever since. ”



At one of my previous workplaces, the company's kickball team decided to create their own team shirts. They wanted to design one with a trio of wolves howling at the moon, since the moon was the company logo. The company in question was a straight-laced, corporate law firm. Thankfully, the idea was squashed before the order was placed otherwise it could have been a bit of a disaster!



I worked for an underwear company a while back and we were doing a big launch for a department store. As is often the case with marketing, we were scrambling to make the launch on time. When the factory went to pack the underwear we found that there had been a bit of a breakdown in the communication. The packaging had S, M, L, XL while the underwear had labels with numbers for sizes (30, 32, 34, etc.). We had to work on communication going forward. ”



WE HAVE HELPED MANY CLIENTS SIDESTEP THESE HORROR STORIES

It's important to deliver consistently high-quality products or services to your clients. Here is what some of our clients had to say about us (and how we helped them sidestep any horror stories of their own):

[Book a Online Company Store Demo](#)



High-Quality at Competitive Prices

"Since the beginning, Proforma Durkee has been a pleasure to work with — even making a 100+ mile drive to meet with our office and discuss how their company could fit into our plans. Stacy Hudson has been easily accessible from the jump — promptly answering pricing, product, and logistics questions. For our biggest event of the year, we placed an order for branded flags. These flags were a central part of our promotion. Our order was produced, shipped, and met our in-hand date. The flags turned out great and really brought this year's activation to another level. We look forward to working with Proforma Durkee in the future for our promotional item needs."

- Trip B



Price and Delivery

"At the end of the day there are only two things that really matter: price and delivery. With Melinda and the Proforma Durkee team, we know we are going to get the products we need on time and on budget. Even though we are one of the largest service providers in our industry, Proforma Durkee is able to handle every project we send their way with ease. Melinda and her team are partners we can rely on to come through every single time. They always have my back."

- Bob S. - Time Warner Cable



Detailed Precision

"We count on Melinda and her team to make us look good. From apparel to marketing collateral, we rely heavily on her and the Proforma Durkee Team to handle every aspect of our projects with detailed precision — no matter how big or how small. Melinda takes the time to understand our business goals and marketing initiatives thoroughly, and she provides great value by offering her creative ideas and suggestions. We consider Melinda to be an extension on our team."

- David C. - AME Inc.

GET PROFORMA DURKEE IN TO AVOID TERRIFYING MISHAPS



At Proforma Durkee, we pride ourselves on being strategic partners who are able to understand your needs, wants, and concerns. One thing that has helped many of our clients avoid these kinds horror stories is having an [online company store](#).

Easily accessible from anywhere in the world, an online company store alleviates the logistical nightmares of managing all your company's branded needs through an automated process. It also streamlines the ordering process, helps you access inventory, reports and invoices at any time, and so much more. This means any printed marketing blunders (and horrors) will be kept to a minimum. More than that, it ensures that members of your team are on the same page at all times and that your brand messaging stays wonderfully consistent—so you can get the positive brand recognition that you deserve.

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