



Speak American Too: Your Guide to Building Powerful Brands in the New Heartland

Paul Jankowski

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Speak American Too: Your Guide to Building Powerful Brands in the New Heartland is the definitive field manual to marketing in the New Heartland, one of the nation's largest and most powerful cultural segments representing nearly 60% of U.S. consumers.

This book combines new research findings from the first ever New Heartland Consumer Research Study, along with case study examples to familiarize you with the New Heartland consumer, and provides guidance on the principal channels of access through which we can be reached and influenced. Learn how the Core Values of Faith (not religion), Community and Family impact buying behavior and create a unique brand filter in the New Heartland. Discover the five key points of access that brands have the best opportunities to engage the New Heartland consumer: Music, Food, Sports, Outdoors and Social Media.

Finally, by examining current tools and strategies employed by brands today, you will be able to understand how to leverage these devices when designing your own New Heartland brand campaign, and read plenty of case studies that show just where brands went right or wrong.

This book gives every marketer the practical tools and know-how to make sure your brand campaign can Speak American, connect with New Heartlander core values, and be relevant in the places and spaces they live.

Speak American Too: Your Guide to Building Sustainable Brands in the New Heartland is not only a guide to understanding this culture, but a blueprint for brands to use in designing their effective New Heartland campaigns.



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