



## Brownie Marketing

While filming "Hand that Rocks the Cradle," eight year old Rachel Glenn had a part as an extra. The day before filming, a wardrobe director told Rachael to arrive for work wearing earth-tones. No bright colors or outlandish styles, that was saved for the child in the lead role.

Donnajeane Goheen, a talent manager and master of marketing children to film and commercial directors, knows that extras often get their roles upgraded if a director finds they are talented. She gave great thought to the term 'earth tones.' *What could she do to make Rachael stand out from the other children hired to play background scenes?*

The next day, the children assembled for filming. All were dressed in drab beige and brown outfits, exactly as the director wanted. Rachael was also in an earth-tone outfit – but with a difference. She wore her Brownie uniform. There she stood – within the guidelines of wardrobe requirements, yet obviously noticeable from the group.

Within minutes, the director needed a child for a speaking part. Glancing at the group, he quickly announced, "I need the Brownie to come off the school bus first." Later it was "Get the Brownie to be in front for this scene."

*What can you do to catch the attention of your clients or customers? As you can see, it doesn't have to be expensive – or even outlandish.*

One critical marketing function is to get attention for yourself, your products and your services. 'Brownie marketing' is a great example of how creative thinking can position you very differently from everyone else in the crowd. Source: from Taming the Marketing Jungle, Silvana Clark.