

The Marketing Secrets of Denny Crane



Branding

Denny Crane may be insane, but he understands branding. He knows who he is, what he stands for, and never misses an opportunity to share it with the world. He's a relentless self-promoter who's become a legend by acting like a legend.

To build a successful franchise chain, you must be a relentless brand-builder and self-promoter. You need a clear brand image, a powerful brand message, and a strategy for communicating it to the world. Act like the best, and you'll be perceived as the best.

IdeaFarm is the leading brand development and marketing firm specializing in franchise growth.

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I'm Denny Crane...Denny Crane... Denny Crane here...

I was recently touring units with a new franchisor, and noticed that some crew members had on company t-shirts, and some did not. The franchisor told me that some of the young crew members resisted wearing the branded shirts and he hadn't wanted to force the issue.

I invited the franchisor to learn the marketing secrets of Denny Crane, William Shatner's Emmy-winning character on Boston Legal (Tuesdays 10 pm EST on CBS.)

Denny Crane, the egotistical founding partner of fictional law firm Crane, Poole & Schmidt, is a master promoter of the "Denny Crane" brand. He chants his own name like a mantra every chance he gets. He uses "Denny Crane" to punctuate his frequent dramatic statements, to intimidate his adversaries, or just to fill dead air.

Denny claims to be the greatest lawyer in history, with a courtroom record of 6,134 Wins and 0 Losses, but it's not clear if that's true (even in the context of the show) because Denny creates his own reality. His bravado often leads opponents to settle and his female conquests to swoon.

What can brand marketers learn from Denny Crane? First, he knows exactly who he is and what he stands for. Second, he relentlessly and consistently promotes his brand in all he does. Third, he understands that marketing is a lively game to be enjoyed. In the words of Denny Crane says: "It's fun being me!"

If you're going to build a successful franchise company, or even a success-

ful franchise unit, you need to have a 100% commitment to building your brand. You need to know who you are, and you need to spread the word with confidence and a relentless spirit.

Denny Crane wouldn't just make his crew wear their company shirts, he'd convince them that they should never take them off. Everyone in your organization—from corporate staff to franchise owners to employees—should chant your name with Denny Crane-like zeal.

Pretty soon your customers will be chanting your name as well.



The Quotable Denny Crane

It's fun being me!

Tell stories, create characters, capture an audience, try to make them feel what we want them to feel.

There are no facts anymore, kiddo. Only good or bad fiction.

If all else fails and you think you've lost...pretend you've won. It works for our president!

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