

# Seven Words

**N**o, not *those* seven words.

The seven words I'm talking about are just fine with the FCC but maybe deserve a little more scrutiny from the FDA.

We all know these words: green, organic, free-range, all-natural, low-cholesterol, biodegradable, and pure.

These are seven words we should never use to describe our brands. Although *pure* really shouldn't be on the list. It's such a noble-sounding word. King Arthur was pure. Dudley Do-Right was pure.

**What's so funny about truthful words in branding?**

But our brands are not pure. They may be pure chemicals. They may be pure sugar (but probably not). More likely, they are pure nonsense.

The reason we should not use these seven words (and the list is certainly longer) isn't just that it's misleading, or even dishonest. It's that nobody believes us (see page 14).

It's as if we could just take the good old days of *bolder* and *brighter* and replace those words with *greener* and *leaner* and everything would be as it was before.

It's as though we could just hand a few empty words to our fellow shoppers and everything will be okay again in our world.

George Carlin once said that words were just tools to conceal the truth. In fact, he used words to expose what he saw as the truth. George Carlin was a comedian and a gosh-darn funny one.

But what's so funny about truthful words in branding?

All the best,

Tim Manners, Editor-in-Chief



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## 22

COVER STORY

### Citius Altius Fortius

**Rick Burton** promotes peace, love and the Olympic Games as marketer-in-chief of the **U.S. Olympic Committee**. An exclusive Q&A interview by **Tim Manners**.

## 8

ROUNDTABLE

### Lost & Found

As retailers find their own brand identities, will manufacturers lose theirs? A discussion featuring **Mike Salzborg** of **Campbell Soup**, **Daren Sorenson** of **Coca-Cola**, **Ken Fenyo** of **Kroger**, **Nick Vlahos** of **Clorox** and **Ken Barnett** of **MARS Advertising**.

## 38

RETAIL STRATEGY

### Winning at Retail

A conversation with **Tracy VanBibber**, senior vice-president of sales of **The Dial Corporation**.