



# Marketers Arise!

Jay Mattern, CEO, Villing+Company

**W**e are treated to bad news from the media every day. Stories about war, terrorism and crime, to mention just a few. On top of all that, add a global pandemic and there is little opportunity to hear about anything positive. The phrase “if it bleeds, it leads” has never been truer of the media than it is today. With all of the negative reporting we are exposed to on a daily and weekly

in the future. How often have predictions or forecasts that have expected the worst turned out to be wrong? It is difficult to consider what is taking place today and look back to determine if what happened aligns with what we were told would happen. So, instead of doing the hard work, we find ourselves believing the reports of bad news and letting that shape our expectations of future events. How can we push back

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basis, it makes it appear as though the world is getting progressively worse. But is that really true? Do we actually take the time to consider what we hear and read and question the validity of it?

The media’s job is to report on events that happen or that have happened. But then they often extrapolate that into what may (or more often may not) happen

on the perceptions that our world is deteriorating moment by moment?

Advertising has taken a dramatic turn as the pandemic has unfolded. No longer are the messages about consumer experiences in groups at sporting events or parties. Hugging one another – gone. Dining with friends at a favorite restaurant – gone. They

have been replaced with more empathetic messages about what we are all going through or how we can stay home and safe. Marketers have quickly and appropriately shifted advertising content to gently meet us in the midst of our fear and concern.

COVID-19 has been devastating to our world. As the virus spread and more and more people contracted

clients find and express their “voice.” Of educating consumers. Of presenting innovative ideas. Marketing is about expressing ideas in new ways – ways that inspire those who hear them into taking some sort of action. Marketing, then, is inspirational, or you could even say aspirational. One typically thinks of marketing in business terms. But marketing is more than that. It’s about finding the good in something

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the disease, we received daily reports of death and despair – and that was certainly the reality of what we were experiencing. But now we have begun to emerge from the worst of it. And yet, the information we receive continues to be negative. It tells us that people are afraid to leave their homes, and that there will be a second wave of infections as we do leave our homes. But we know that businesses throughout the U.S. are opening, people are beginning to travel once again, and consumers are finding their way to stores and restaurants. The result is one more example of reality not matching perception.

Now is the time for those in the marketing profession to begin turning the table on all of the negativity being conveyed. Marketers and agencies are in the business of communication. Of helping their

and revealing it to as many people as possible. Marketers look for the positive in everything, and what may be surprising is that if you look for it, you can more often than not find it.

What is the takeaway here, you ask? I am calling on marketers to arise! Use your platform and your expertise to communicate a positive message. One of hope. Show people something to hold on to. Use the tools of marketing to help guide everyone out of this pandemic. Focus on the future – a future that leads to a return of economic growth and security. Tell us about the resilience of America and of Americans. Paint a picture that inspires us to stand up straight, push our shoulders back, and move forward with confidence. That is how we will battle the impact of COVID-19. Marketers, arise!

*Jay Mattern is CEO of Villing+Company, a full service marketing communications firm in South Bend, Indiana.  
jay@villing.com / 574.339.9899 / villing.com*