

ADVERTISEMENT

Other editions: [Mobile](#) | [News Feeds](#) | [E-Newsletters](#) | [Electronic Edition](#)

Find it: [Jobs](#) | [Cars](#) | [Real Estate](#) | [Apartments](#) | [Shopping](#) | [Classifieds](#)



SEARCH ALL

All Local News Businesses Coupons More »



SPONSORED BY:



HOME LOCAL NATION/WORLD SPORTS ENTERTAINMENT AUTOS/BUSINESS LIFE TRAVEL OPINION OBITUARIES EXTRAS

Site Index Photos Videos Add your photos Lottery Weather Subscribe to the Free Press Site Services Contests

Comment, blog & share photos  
Log in | Become a member

POWERED BY YOU AND THE **Detroit Free Press**  
ON GUARD FOR 177 YEARS

# 'Stimulus,' 'bailout' crop up as advertising buzzwords

## Hard times used to push sales

BY KATHLEEN GRAY • FREE PRESS STAFF WRITER • MARCH 28, 2009

Read Comments(3) Recommend Print this page E-mail this article Share this article

If you're not finding anything up your alley in the federal government's stimulus package, perhaps the private sector can stimulate your cravings (pizza, French vodka, big-screen TVs) or provide a bailout for your thinner wallet (cheaper Internet service or brightly colored condoms).

ADVERTISEMENT

People are looking for and selling deals, and if words like "stimulus" or "bailout" help, well, go for it.

"Without demeaning the industry, advertising takes the simplest route and often uses whatever knee-jerk words that have become a part of the consumer vernacular," said Michael Bernacchi, an advertising and marketing professor at the University of Detroit Mercy.

So David Brandon, chief executive officer of Domino's Pizza, makes this pitch on a TV ad as he walks in front of the U.S. Capitol: "I'm not bailing out the fat cats on Wall Street. ... I'm bailing out you hardworking people on Main Street," with a \$5 pizza or baked sandwich special.

In a televised ad last month, Vizio television told watchers that if they didn't buy a Vizio, "You probably paid way too much. Good thing we're not counting on you to deliver a stimulus package. Except for you, Mr. President."

And in ads that have recently run in Money, Playboy and other magazines, Pinnacle vodka suggests: "The Proposition: A toast to yourself and better times."

Meanwhile, Trojan condoms tells us they're offering a special deal, "Because we believe we should ride out these ... times together."

Figure it out.

Stimulus deals are common locally, too. Albert Abbas, manager of the Tel-West Fill-up Citgo gas station in Brownstown Township, offered a stimulus deal to customers who bought American-made cars -- \$20 worth of gas for free.

The deal, which ended earlier this month, attracted 650 new car buyers.

"A lot of people who work at the Woodhaven Stamping Plant come in here, and we did this to show



Domino's Pizza

In this ad, Domino's Pizza Chief Executive Officer David Brandon, center, offers a "big-taste bailout" aimed at "hardworking people on Main Street," not "fat cats on Wall Street."



Trojan via YouTube

This ad for Trojan condoms states, "To help America cope with these tough economic times, we put forth our own stimulus package: The Trojan Pleasure Pack."

### RELATED NEWS FROM THE WEB

- TV
- Marketing
- University of Detroit Mercy
- Electronics
- Powered by Topix.net

### More Michigan headlines

- Police hazy over medical pot law (31)
- Anti-abortion group can't put float in Holland festival's parade (3)
- Granholm asks bankers to sacrifice, too (4)
- Holland tulip fest bans anti-abortion group's float

them that we know what they're going through," Abbas said. "Because we're going through it, too."

It cost the station about \$13,000 but brought the owners goodwill and new customers.

Jaqui Shaffer of Dexter decided to offer a 15% stimulus package discount -- complete with the red, white and blue logo used by the campaign of President Barack Obama -- on her "Find Me Famous" Web site, which helps clients make their sites more visible.

"The word 'stimulus' brings certain ideas to people's minds, like budgeting and savings," she said.

She just started the discount, so Shaffer doesn't have a firm grasp on how well the promotion is going, but she's gotten some calls.

Bernacchi said he doesn't think the advertising gimmick will last.

"Words like 'stimulus package,' 'bailout sales,' whatever the heck it happens to be, none of those words are inspiring great confidence these days," he said. "I don't think it can last. There is just no imagination there."

Contact **KATHLEEN GRAY** at 313-223-4407 or [kgray99@freepress.com](mailto:kgray99@freepress.com).

### In your voice

[READ REACTIONS TO THIS STORY](#)

Newest first

POWERED BY Pluck



TGreenWave wrote:

a)If you think these commercials are funny, you have an awful sense of humor.

and

b) you won't find them funny when this lovely, manufactured, corporate-induced great depression unlike any we've ever seen rains down on us like a massive hurricane

03/28/2009 11:23:35 p.m. EDT

[Recommend](#) [New post](#) [Reply to this Post](#) [Report Abuse](#)



lead\_or\_leave wrote:

It's good to use buzzwords because people recognize them and it makes you look intelligent. In the corporate world we use buzzwords as the backbone of an entire career. If you use enough of these you really don't have to think at all.

03/28/2009 10:27:05 a.m. EDT

[Recommend](#) [New post](#) [Reply to this Post](#) [Report Abuse](#)

You must be logged in to leave a comment. [Login](#) | [Register](#)

1000 characters left

First Michigan marijuana IDs to be issued Saturday (3)

ADVERTISEMENT

MOST POPULAR

MOST E-MAILED

1. Lions can make another run at Broncos' Jay Cutler
2. GM's Henderson is known for fixing things
3. Report: Stafford 'flawless' in private workout with Lions
4. Tigers owe Jim Leyland the 25 best players
5. New chief: We need to reinvent GM -- and fast
6. Cancel the party: Gary Sheffield let go Tigers
7. Digging deeper into Dontrelle Willis' anxiety disorder
8. Broncos will grant Jay Cutler wish to trade him
9. Metro Detroit home prices fall 22.6% in year
10. Final Four bash almost here

ADS BY PULSE 360

[Get Listed Here](#)

#### Exclusive: Colon Detox Cleanses Reviewed

Scientific study of the top free cleansing products on the market.

[ColonReview.com](http://ColonReview.com)

#### My Teeth Are Now White

Read the trick, discovered by a mom, to turn yellow teeth white.

[CathysTeeth.com](http://CathysTeeth.com)

#### Free Anti-Aging Cream?

Over 200 Anti-Aging Creams Tested, Try Our Top 2 Creams For Free +S/H

[BeautyUser.com/Free-AntiAging-Cream](http://BeautyUser.com/Free-AntiAging-Cream)

### INSIDE FREEP.COM



FREE PRESS PICKS

Best eats, drinks and things to do

We've compiled a list of our favorite places in metro Detroit. Check out these bars, restaurants and must-sees.



PHOTO GALLERY

Final Four floor pieced together

See the 232-piece maple hardwood floor for the NCAA Final Four in Detroit being put together at Ford Field.



'THIS TIME IS OUR TIME'

New anthem for Detroit, Freep

We highlight the region's strength in a music video for the Detroit Media Partnership featuring Brian Vander Ark.



COMPLETE COVERAGE

MSU to Detroit for Final Four

Get all the latest news, photos and analysis as the men of Michigan State come to Detroit for the Final Four.



PHOTO GALLERY

2008: The year in pictures

Take a look back at the year that was in this chronological look at the biggest events and best photos.

SITE INDEX

Home

- Photos
- Videos
- Add your photos
- Lottery
- Print edition
- Contact us
- Frequently Asked Questions
- Help

Local

- Detroit
- Wayne
- Oakland
- Macomb
- Metro
- Michigan
- Election 2008
- Driving & traffic
- School closings
- Columnists

Nation/World

- Top stories
- Lotteries
- Election 2008
- Nation/World
- Business

Sports

- Lions
- Pistons
- Red Wings
- Tigers
- U-M Wolverines
- MSU Spartans
- High School
- Sports
- Scores
- Columnists
- Shock
- Outdoors
- Olympics sports
- Golf
- Auto racing
- Detroit Marathon

Entertainment

- Search for events
- Things to do
- Celebrities
- Movies
- Music
- TV/Radio
- Casinos
- Theater/Arts
- Dining
- Video games
- Metromix.com
- Photos

Autos/Business

- Auto news
- Business news
- Markets
- Auto reviews
- Technology
- Detroit Auto Show

Life

- Travel
- USA Today
- Travel
- Shopping
- Relationships
- Food
- Pets
- Health
- Columnists
- Technology
- Twist

Opinion

- Editorials
- Blogs
- Cartoons
- Letters to the Editor
- Columnists
- Forums

Obituaries

- Death notices

Extras

- Photos
- Videos
- Databases
- Digital Free Press
- Forums
- Lottery
- Comics
- Scores
- Contests

ADVERTISEMENT



Partners: Jobs: CareerBuilder.com Cars: Cars.com Apartments: Apartments.com Shopping: ShopLocal.com

Home | Local | Nation/World | Sports | Entertainment | Autos/Business | Life | Travel | Opinion | Obituaries | Extras | Site Map

Contact Us | Subscribe

Copyright ©2009 ...

Use of this site signifies your agreement to the Terms of Service and Privacy Policy, updated March 2007.