

## **Comedian Mitch Hedberg on Marketing**

**One of the KCBC's favorite comics had lots of insights into marketing and consumerism. We've compiled a few of our favorites below. You can search for Hedberg on YouTube if you want a taste of his unusual delivery style.**

### **Product**

"When you buy a box of Ritz crackers, on the back of the box, they have all these suggestions as to what to put on top of the Ritz. 'Try it with turkey and cheese. Try it with peanut butter.' But I like crackers man, that's why I bought it, 'cause I like crackers! I don't see a suggestion to put a Ritz on top of a Ritz. I didn't buy them because they're little edible plates! You've got no faith in the product itself."

### **Price**

"I bought a seven-dollar pen because I always lose pens and I got sick of not caring."

### **Place**

"The only way I could get my old CD into stores is if I took one in and leave it. 'Sir, you forgot this.' 'No, I did not. That is for sale. Please alphabetize it.'"

### **Promotion**

"When someone hands you a flyer, it's like they're saying, 'Here, you throw this away.'"

### **Advertising**

"I saw a commercial on late night TV, it said, 'Forget everything you know about slipcovers.' So I did. And it was a load off my mind. Then the commercial tried to sell me slipcovers, and I didn't know what the hell they were."

### **Segmentation**

"By the way, you don't have to be sweaty and holding a basketball to enjoy a Gatorade. You could just be a thirsty dude! Gatorade forgets about this demographic!"

### **Targeting**

"I got a king sized bed. I don't know any kings, but if one came over, I guess he'd be comfortable. 'Oh, you're a king, you say? Well you won't believe what I have in store for you! It's to your exact specifications! I believe I can set up your old lady, too!'"

### **Trends**

"I order the club sandwich all the time, but I'm not even a member, man. I don't know how I get away with it. How'd it start anyway? 'I like my sandwiches with three pieces of bread.' 'So do I!' 'Well let's form a club then.' 'Alright, but we need more stipulations.' 'Yes we do.' 'Instead of cutting the sandwich once, let's cut it again.' 'Yes, four triangles, and we will position them into a circle. In the middle we will dump chips. Or potato salad.'"

'Okay. I got a question for ya, how do you feel about frilly toothpicks?' 'I'm for 'em!' 'Well this club is formed; spread the word on menus nationwide.'"

## **Consumer Attitudes**

"I'm against picketing, but I don't know how to show it."

## **Branding**

"I can't tell you what hotel I'm stayin' in, but there are two trees involved. They said, 'Let's call this hotel Something Tree'. So they had a meeting. It was quite short. 'How 'bout Tree?' 'No.' Double Tree?' 'Hell, yeah! Meeting adjourned!' 'Well, I had my heart set on Quadruple Tree...and we were almost there!'"

## **Coupons**

"Pizza Hut will accept other pizzerias' coupons. That makes me wish I had my own pizza place. Mitch's Pizza - this weeks' coupon: free unlimited pizza! Special note: coupon not valid at any of Mitch's Pizza locations."

## **Point of Sale**

"I bought a doughnut and they gave me a receipt for the doughnut. I don't need a receipt for the doughnut. I'll just give you the money, and you give me the doughnut, end of transaction. We don't need to bring ink and paper into this. I just can't imagine a scenario where I would have to prove that I bought a doughnut. Some skeptical friend: 'Don't even act like I didn't get that doughnut! I got the documentation right here.'"

## **Framing**

"An escalator can never break: it can only become stairs. You should never see an Escalator Temporarily Out Of Order sign, just Escalator Temporarily Stairs. Sorry for the convenience."

## **Product Development**

"I wanna get a job naming kitchen appliances. Seems like the easiest job ever. You know, refrigerator, toaster, blender...you just say what the thing does and then you add '-er'. Kitchen Appliance Naming Institute. "What's this do?" "It keeps things fresh." "Well, that's a 'fresher'. I'm going on break."

## **Revenue Streams**

"If I had a dollar for every time I said that, I'd be making money in a very weird way."

## **Hospitality**

"When you go to a restaurant on the weekends, it's busy, so they start a waiting list. They start calling out names, they say 'Dufresne, party of two.' And if no one answers, they'll say their name again. 'Dufresne, party of two.' But then if no one answers they'll just go right on to the next name. 'Bush, party of three.' What happened to the Dufresnes? No one seems to care. Who can eat at a time like this? People are missing! Ya'll are selfish."

The Dufresnes are in someone's trunk right now, with duct tape over their mouths *and* they're hungry. That's a double whammy! Bush, search party of three! You can eat once you find the Dufresnes."