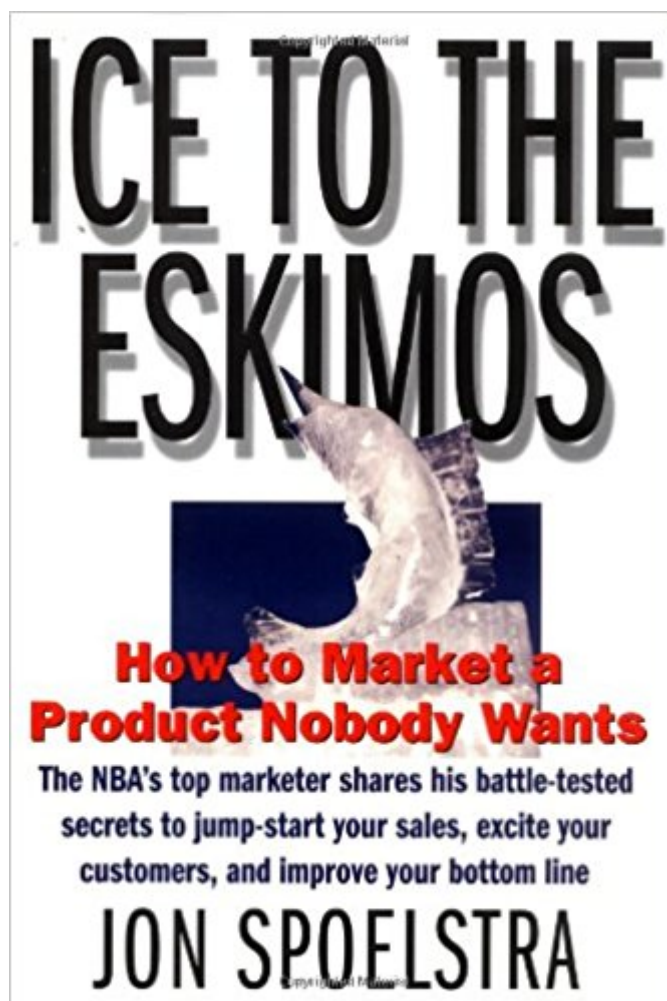


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# Ice To The Eskimos: How To Market A Product Nobody Wants



## Synopsis

You. That's Right. YOU. You've got a problem. You've got a product that's not first in its class. It's not even second. You've got to find a way to market that product. What Are You Going To Do? You're going to read this book, that's what. Let's face it. There comes a time in the life of every business when a product or service does not sell up to expectations. Maybe your product is outmoded. Or hasn't been positioned correctly. Or is competing in a crowded market. Whatever the reason, Ice to the Eskimos is dedicated to helping you reclaim that lost ground. It's about taking a product or service and turning it into a winner. If you've got a product that is not the best in its field, then you will love Ice to the Eskimos. Take the principles Jon Spoelstra writes about and run hard with them - you'll be amazed by the results. Written by the former president of the hapless New Jersey Nets, Jon Spoelstra is the man responsible for tripling that team's lagging revenues in just three years and increasing the season-ticket holders base by 250 percent. This guy knows what he's talking about. What everyone else had seen as a lost cause, Spoelstra saw as an outstanding opportunity to reawaken a tired and beaten product to achieve unprecedented profitability. Not just for sports marketers, this lively, entertaining book successfully makes the jump from sports to whatever your product may be. The techniques Spoelstra perfected while working for teams in the NHL and NBA - from innovative packaging to image overhaul - apply to any product in any company. The numerous winning examples are sure to make Ice to the Eskimos a must-read for anyone with a product or service to sell. Ice to the Eskimos is sure to be an instant marketing classic. It will show millions of readers how to market their product...sometimes even after they've given up hope. By using the powerful techniques in this book, you too can learn to achieve the impossible and market ice to the Eskimos.

## Book Information

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## Customer Reviews

Lessons drawn from the world of sports have long proven applicable to the world of business. Jon Spoelstra, who pushed sponsorship and fan revenue to unprecedented heights for the lowly New Jersey Nets basketball franchise, shows how to put big-league marketing expertise to use off the court in *Ice to the Eskimos: How To Market a Product Nobody Wants*. His 19 "jump-start ground rules," sprinkled liberally with sports anecdotes, are designed to apply to any product or service.

"A superb book. I couldn't put it down. I kept quoting it to everyone I ran into. Spoelstra knows his stuff and has a proven, no-baloney message for all of us."-- Tom Peters, author of "In Search of Excellence"

"Spoelstra has a very creative marketing mind. Everyone can learn something from reading his book."-- Philip H. Knight, chairman and CEO, Nike

"There are so many fresh marketing ideas...that it will jump-start any company, whether it be a two-person lemonade stand or mega corporation."-- Harvey Mackay, author of "Swim with the Sharks Without Being Eaten Alive"

For people who buy tickets to games--and sometimes wonder why they do it--this book is a revealing look at how your favorite team tries to get into your pocket, or at least, how it should be trying to get into your pocket."-- "Portland Oregonian"

"I was blown away with many of the fresh new marketing approaches this book offers, and equally impressed with its witty and entertaining style. This will become the bible for any person looking to grow his or her business."-- Joseph Sugarman, Chairman, BluBlocker Corporation

"Joe Spoelstra is the Doctor J of sports marketing, a man who actually got people to buy New Jersey Nets tickets. In this new book...he puts on display his most dazzling moves."-- John Helyar, co-author, "Barbarians At The Gate"

"Joe Spoelstra (is) the top marketer in the world, in or out of sports. Reading his book is like getting a PhD in real-world marketing."-- Pat Williams, founder, The Orlando Magic

Jon Spoelstra. *Ice to the Eskimos: How to Market a Product Nobody Wants*. HarperCollins (1997). Reviewed by: Amy Rubin, Colin Murphy, Zach Korman, Matt Swan, Jose Alvarado, University of South Florida. "Ice To The Eskimos", by Jon Spoelstra delivers a positive and supportive view of marketing in the sports industry with ideas that can be applied across all areas of business. Spoelstra, who worked for several NBA teams, writes about his impactful experiences in the business world with the use of his marketing tactics. "There comes a time in the life of

every business when a product or service does not sell up to expectations. This problem that Spoelstra speaks about in his book specifically relates to the sports industry, but clearly can also be applied to any business. Spoelstra's work ethic was identified throughout the book as he told the readers his journey through the New Jersey Nets, Portland Trail Blazers, and more. Spoelstra's tactics made significant strides within the marketing industry by applying tactics nobody would ever think to do, which proved to be beneficial. One of the main points covered throughout the book is the concept of Jump-Start Marketing. This idea is engraved throughout the book as it relates to marketing a product that nobody wants. "Ice to the Eskimos" identifies ways to sell a product that does not live up to consumer expectations by making it more attractive to those same consumers. Spoelstra's recommendations revolve around the idea of reshaping and retooling the way the product is being marketed to its target audience. For example, while at the New Jersey Nets, Spoelstra changed his positioning on how to sell Nets games. He targeted the visiting team's stars like Michael Jordan, Shaq, and Hakeem Olajuwon using their popularity and star power to create a "Monster Ticket Package." This generated tremendous success and even resulted in the Nets recording sellouts at the arena, which they had never had in the past. By doing this, Spoelstra repositioned the Nets from trying to sell their own product into now selling other teams' products. Spoelstra calls this positioning of the product the "Quick-Fix Silver Bullet." This is the idea of increasing the frequency of purchases by your customers. We clearly see him do this with his repositioning of the marketing behind the Nets ticket sales. Spoelstra's tactics are very much alive today, as when teams market towards opposing players coming into town. For example, the power trio of the Miami Heat which included NBA superstars LeBron James, Dwyane Wade, and Chris Bosh sold out almost every visiting team's arenas when they played. While this book has many positives, it is also vulnerable to its criticisms. One of these criticisms is that "Ice To The Eskimos" was written in 1997, and can definitely be seen as outdated. For example, he mentions how Ticketmaster had to manually retrieve names and addresses of season ticket holders from previous years, because at the time there were no digital databases. It is clear that technology has evolved tremendously since the time this book was written and processes such as the above are now automated. Another example is when Spoelstra speaks about a solution for doing whatever it takes to make sponsorships successful. He explains that a team should create an annual report that is an "inch-thick full of documentation [has] colorful samples [and is] professionally bound." This idea of a "professionally bound, lengthy report is nonexistent in today's business environment. Currently, most business operations are

computerized and there rarely are large paper reports, and these reports are also much more concise. This book should be required reading for any business reader trying to establish a baseline understanding of marketing and how to sell a product in a unique fashion. The tactics that Jon Spoelstra explains can be applied to any business trying to market a product or service. The outdated ideas within the book are only considered as such due to the fact that so many of his ideas have been implemented across the board within business fields. Every reader will be able to make connections between this book and their already established understanding of the business world and use those connections to build upon Spoelstra's marketing ideas.

The author used what he learned while marketing for the Nets for this book and these same ideas and principles you can apply to any product. The author indicates it's better to jump-start your marketing techniques than to lay off employees. After each chapter the author provides you with a test to get your ideas flowing. Ground rules are: 1) You've got to want to clip on the wires and turn up the juice. 2) Don't fool yourself into thinking you're somebody else. 3) Increase the frequency of purchases by your customers. 4) Get the name and address of the end user of your product. 5) The janitor isn't going to lead the charge for new customers. 6) Create big change with little experiments. 7) Don't wait for a new product to bail you out "use innovative marketing now. 8) To get your ideas approved by this boss, prepare as if you were defending yourself in front of the Supreme Court. 9) Only try to sell a product the customer wants to buy. 10) Get the feel for jump-starting outside the ivory tower. 11) Only target people who are interested in your product. 12) Don't let research make the decision for you. 13) Make your client a bonafide, real-life hero. 14) Run interference for your budding superstars. 15) Make it too good of a deal on purpose. 16) Feel free to butt into other departments. 17) Differentiate between big and little customers. 18) When the going gets rough, increase expenses that are not fixed, like salespeople. 19) Jumping higher than you think you can is possible with jump-start marketing. Bottom line: The book is outdated. The beginning of the chapters include stories that may or may not (mostly aren't) relevant to the marketing point that the author is trying to make.

This book is fun to read. Lots of real life examples. Great for someone who is approaching marketing and wants to have a general knowledge of what gets people to buy products. However it was not very helpful in other areas like getting a company to even read one proposal or look at your stuff. The "rubber chicken" theory works when a company send it to an individual customer but cannot be reversed with the same results. In these cases it doesn't work so well in real life, where

companies mail goes thru multiple channels before it gets to the right individual. They could care less what you send them.....I tried that as well.Also, another fault of the book is that does not really address international marketing. This is an area a bit obscure. Most books take reference using the USA/Canada model and completely neglect the rest of the world.What is true in this country does not work in others.I bought this book to educate myself about companies and the way they view marketing and revenues. I actually wanted a book who addressed the issue of individual sponsorship and endorsement in the sport world.I find most of the material out there is not good, incomplete or too generic to be applied in specific cases.However, the book is a MUST read for everyone who is on either side of the marketing field. The more you know, the better.

Great easy to read book, lots of ideas, humorous but informational!

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