

**Jonathon Ressler**

CEO, Big Fat Inc., undercover marketing specialist

**MARKETING > Big Fat Inc.**

Hi, my name is Jonathon Ressler. My company's called Big Fat Inc. The big question that always everybody asks is why Big Fat Inc? Pretty straightforward, I'm big, I'm fat and we're a corporation, so Big Fat Inc. That's it.

On the undercover marketing side, we really never talk about clients because the second we talk about them, we have basically sold them out. We like to say if you talk, as soon as I talk about a client, like I'm pressing the self-destruct button. However, on the overt stuff, I mean we work with very big companies, we work with small companies. We work with companies like Nestle, and Nintendo, and Pepsi and Evian. We work with some very big companies and we also work with some small companies you probably haven't heard of. We work with company called U-Pock which is web technology. We've worked with a couple of new product launches. So I mean we kind of really run the gambit. On the undercover side, you've got to figure it out.

**MARKETING > Infiltrating Protests**

A protest, hopefully of not a corporation we like, but there could be protests, and we could use a protest and may be in the future would use a protest as a place to do undercover marketing. Again if it fits, if it fits into what those people are protesting about, it would be an ideal place. Remember any place, and that really would be a good place because people are passionate. They might be misplaced passionate, but they are passionate about what they are protesting about. So if you can take that passion and funnel it and focus it and get them talking about something, yeah it would be a great place for undercover marketing. Don't hate me for that but it would be a great place for undercover marketing.

**MARKETING > Everyone Does It**

I was doing a live radio show and a woman called there and said, well, this has been going on forever. My grandfather, 50 years ago, he had the concession at the local carnival and he paid my sister and I in popcorn and cotton candy to walk around the carnival and eat popcorn and cotton candy so the other kids would see it and they would want it. So really, you do it everyday, you just don't realize that you are doing it. We are kind of just paying people to do it. I can guarantee you'd like us to pay you to do what you do every day.

## **MARKETING > Undercover Case Study**

Have you ever been in a crowded bar? All the bar stools are taken and you know, when you get a bar stool, you are kind of lazy, you don't want to get up. You don't want to lose that good spot right at the bar so you kind of sit there. Well we would send in what is "leaners", what we call "leaners" and what the "leaner" does, they kind of lean over because the bar is crowded, maybe three deep. And they kind of tap the person on the shoulder and say, hey would you mind getting me a brand X cosmopolitan or whatever. So that person, most times would say sure.

So our leaner would give that person money and that person sitting at the bar would call the bartender, and say hey can I have a brand X cosmopolitan. The bartender makes the drink, whatever it may be, they hand it back to the person, the person then pays the bartender and has interaction with the brand and then they take the drink and hand it back to the leaner. And if they are even remotely human, they are going to say, hey what is brand X? I've never heard of it. And bang! They just opened the door for us to deliver that somebody that sound bite of knowledge, and if they like that product, let's say it is a vodka, if they like vodka, they might order it the next time. If they hate vodka, they'll never order it.

So it's kind of undercover and then again, when you go with leaners, you can watch. Send in three leaners into a busy bar, you can watch within an hour everybody's ordering that drink. Anybody whose ordering that category with a vodka, gin, scotch, whatever, they are all ordering that brand as a result of the leaner. Because again, it's very real, it's very natural and if they don't like the taste, they will never order it again.