

PROFILE



Name: Greg Honeyman
Title: Manager, marketing and public affairs at the State Library of Victoria
Residence: Melbourne

Years in marketing: My first career was as a graphic designer. In London in the 1970s my then employer took me under his wing and introduced me to the subtleties of marketing and client management. I have been a marketer for more than 30 years.

Qualifications: Graphic design and fine art, then a graduate diploma in business marketing.

Current project or activity: I have spent three years rebuilding the State Library of Victoria brand. There were several critical marketing issues. Awareness of the library was off the radar. Research showed ignorance of what the library did in the digital age. The library also had a low profile with our stakeholders. Finally, there was a lack of financial resources with which to conduct marketing campaigns and the library had few strategic partners and sponsors.

Accomplishment most proud of
 Succeeding in all of the above. Awareness has increased to more

than 90%. Physical visitation has increased from 903,000 to more than 1.5 million. Online visitation is soaring and we can't keep up with bandwidth for our wireless access. Plus we have put on about \$4 million in sponsorship.

Marketing mentor

My first was an eccentric Englishman called James Austin-Phillips. He drove a Renault R5, but his real car was a gold Rolls-Royce which he used to take clients out to lunch ... "impresses the hell out of 'em old boy".

Brand you most admire?

Qantas. It has built a powerful, consistent brand. From the original "How, why, when and where of here, there and everywhere" marketing campaign of the early 1970s, this brand has been infused with some wonderful attributes and emotions. It is an Aussie icon.

What marketing program do you wish you had worked on?

The original Gold Top Beer advertisement. Many Australians might not realise the "Big Big Thirst" advertisement for VB was originally for Queensland's Bulimba brewery ... 'Gold Top, brewed by Bulimba'. CUB bought the brewery and filched the marketing campaign.

The most valuable marketing lesson you have learned?

Ask the "why" question. You know you have boiled everything out of the pot and have a kernel of truth when there are no more "whys" left to ask.

What has been the biggest lesson in your career?

The difference between strategy and tactics. I constantly come up against passionate people who can't see beyond their product attributes.

Their passion gets in the way of common sense and they therefore concentrate on the small picture.

The biggest challenges facing marketers today?

Convincing the organisation to take marketing seriously. Too many organisations fail to see marketing as an integral, organic component of their business.

Best recent technological advance for marketing.

What was supposed to be wonderful (and easy) has turned out to be confusing and incredibly difficult. I am referring to web analytics and metrics. Companies invest huge amounts in traditional market research but are totally flummoxed and inept when it comes to understanding what is going on with their online business.

Future direction for the marketing profession?

Understanding the online medium and how to make it work better for clients.

What does the statement 'Value creation through marketing' mean to you?

Measurement again. If we don't measure it in a meaningful way, clients won't see value for their investment and we all end up delivering nothing but empty creativity.

Do you think sustainability is a burning issue for marketing?

Is the role of marketing to fulfil consumers' wants or, in a completely over-supplied mature market, is it really to generate consumer demand"? Your answer to that will determine your response to the nature of sustainability.

What attributes make a great marketer?

The first job of any marketer is to 'market the marketing plan' internally. Sometimes you even have to do a sell-in on the concept of marketing. You must succeed in getting the organisation fully committed before you can hope to succeed in any external campaign.

What books or articles have influenced your thinking as a marketer?

Gideon Haigh wrote a wonderful article in 2006, *Information Idol – How Google is making us stupid*. I hope we haven't focused on quantity and convenience at the expense of the richness and quality that can be obtained through first principles research.

Favourite quote:

"Bullshit baffles brains, son", courtesy of my stepfather, many years ago.

Last movie: *Marley and Me*. Could have been about Bert, my Airedale.

Favourite sports team

The Sainters.

Favourite holiday spot

Pambula. But would if I could (and will), Greek Islands.

Last book you read:

New Europe by Michael Palin.

Hobbies

Almost finished writing and designing a book, currently digitising my old vinyl record collection. Love restoring old furniture and French polishing when I get the time.

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