



[90-Day Archive](#)  
[All Current Articles](#)  
[MP3 Audio Files](#)  
[For Your Business](#)  
[FYI](#)  
[Partner Stores](#)  
[Products & Sweet 16](#)  
[Services](#)  
[Specials](#)

## **Leadership message from Ken McDonald and Tom Hall** **Posted January 10, 2002**

The Sweet 16: An Unbeatable Lineup of Products

### **Ken McDonald**

Hi everyone, and happy New Year! This is Ken McDonald at Quixtar and I want to pass all message I thought you would find interesting.

The attached message is from a fellow called Tom Hall, and some of you have had the pleasure of meeting him. He's a consultant working with Quixtar.

You might know Tom's name or you might not know Tom's name, but I bet you anything you recognize his work. He's the guy that wrote the jingle, I wish I were an Oscar Meyer Weir. He's the guy that did the advertising that said how many ounces of milk are in each Kraft's

Tom was the mastermind behind those and hundreds of other big advertising and brand campaigns. He was the head of Ogilvy-Mather and he helped thousands of companies develop effective ad and brand campaigns over a big 30-year career.

Well, Tom helped us develop the internal advertising for Sweet 16 in our publications and the Quixtar Web site. I'm sure you've seen the Sweet 16 by now. They're the most profitable, competitive and most exciting products you have to support your Web-based business.

Well Tom sent me the following message and shared a few thoughts about Sweet 16, and thought you'd like to hear it. So here's Tom Hall. Talk to you soon.

### **Tom Hall**

Hi, Ken, it's Tom Hall calling. I just wanted to drop a quick message to tell you how great the advertising for Sweet 16 has turned out. I mean, you just go down the list, Ken.

The Double X ad is really amazing. It captures exactly what this product is all about and is so incredible. I mean, I know it, you know it. I've got more energy now than I've ever had. The promise of energy you can feel, guaranteed, is just a terrific, powerful product offering. A terrific brand.

As I think about the Sweet 16 and what a tremendous lineup of products the Quixtar IBOs think about other companies I've worked with. I can't think of anything comparable. I mean, I've worked with Kraft, Sunbeam, Unilever, Gillette, Kimberly Clark, and they've all got a couple of products that are really terrific and set them apart, but I've got to tell ya, nobody has a lineup like this!

You've got Sweet 16 really exceptional products, products that have unsurpassed performance. As I evaluate them, they are superior in probably a dozen cases out of the 16. They're all great values and they perform in ways that the competition just can't touch, so it's an amazing product line.

I mean, think about it, products that stop aging where it starts, the promise of younger looking skin, the promise of better energy, the promise of better health, the promise of better performance, the promise of better everything.

the world's best source of water, is it a candy bar or a protein bar?

I gotta tell you, in 30 years of working across a lot of very successful brands, I've not seen a lineup like this. It is amazing to see this many products in one portfolio. They compliment each other. They're right in line with the major paradigms that are going on in the marketplace, people who are moving toward more natural products, organic products, planet friendly products.

So working on this project with your people has really gotten me excited once again, and it helps me realize why I'm so happy to be here working with you guys. It's amazing, also, in that it's right here. I mean, right under your nose this collection of products has been in Quixtar all along but when you pull them out and showcase them in this way, they really stand out, and it's really an amazing way to get people into the family. The incredible thing is, as I said, there's only 16 products that really hit the sweet spot.

No matter what your business lineup is like, what you can do is you can build something out of 16 right there and have a very terrific opportunity. There's an amazing opportunity to boost IBO's business if he focuses. He or she can focus on these and they can really nail it.

So, as I said before, other companies would do anything for this kind of a portfolio. We've taken the sweet and made it sweeter. And, as I say, the advertising, I'm going to enter the advertising some of the major advertising competitions. I think it's that good, and I think we can go out and battle it out with the best of the best, because these products are the best of the best we have, and that's pretty darned good.

So let's keep it up and keep me posted, and onward and upward. See ya, Ken. Bye.

[Back to For Your Business](#)