



## How The Plato Group Can Help Businesses Avoid Brand Fatigue

*Following recent news that consumers are feeling less connected with leading brands, Miami-based The Plato Group offers guidance of how businesses can avoid brand fatigue.*

MIAMI, FL, May 22, 2014 /24-7PressRelease/ -- A recent article titled, "[Brand Fatigue and Brand Affection across the Globe](#)" has provoked [The Plato Group](#) to offer advice on how businesses can stay connected with their consumers. The article (which was published by Mindi Chahai for Marketing Week on 30th April 2014), highlights how consumers in developed countries are "switching off" after developing sustained exposure to brand messages. These results are based on a global study conducted by Momentum Worldwide. However, it must be noted that brand fatigue isn't just about the customers losing interest in a brand. Businesses are also responsible for becoming tired of their own marketing presentations. As a result, the campaigns are not compelling enough, and this has a huge impact on how consumers perceive their brand.

The Plato Group is surprised over the revelations that more than half of those surveyed in the US, Britain and Japan disclosed how they felt indifferent towards some of the best-known brands in the market, including Apple and McDonald's. The Plato Group speaks of their concern that 45 per cent of US consumers consider brands as "only 'an acquaintance' and a similar emotional distance was reported" ([www.marketingweek.co.uk](http://www.marketingweek.co.uk)).

Located in Florida, Miami The Plato Group is an outsourced sales and marketing firm which concentrates on one-to-one marketing where they build personal relationships. The firm specializes in direct marketing, which gives them the ability to tailor their services to the specific needs of the customers they are interacting. Such personalized interactions with customers makes them feel valued as an individual instead of leading them to believe they are just a figure. The Plato Group claims their direct marketing methods helps encourage brand loyalty and awareness on behalf of their clients.

About The Plato Group: <http://www.theplatogrp.com/us/>

The Plato Group offers advice to businesses who are experiencing brand fatigue to also implement direct marketing strategies into their business model. The outsourced sales and marketing firm assure businesses that using personalized marketing methods will earn back the trust of their consumers.

Having the ability to build relationships with customers is one of the reasons why the demand for The Plato Group's services is increasing. The Plato Group can offer a personal touch, which most other outsourcing solutions fail to deliver. The Plato Group claims their campaigns are always developed with the consumer in mind.

The Plato Group is an American outsourced sales and marketing firm based in Miami, Florida. They use direct marketing techniques as it allows them to engage with their clients' customers directly.

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