

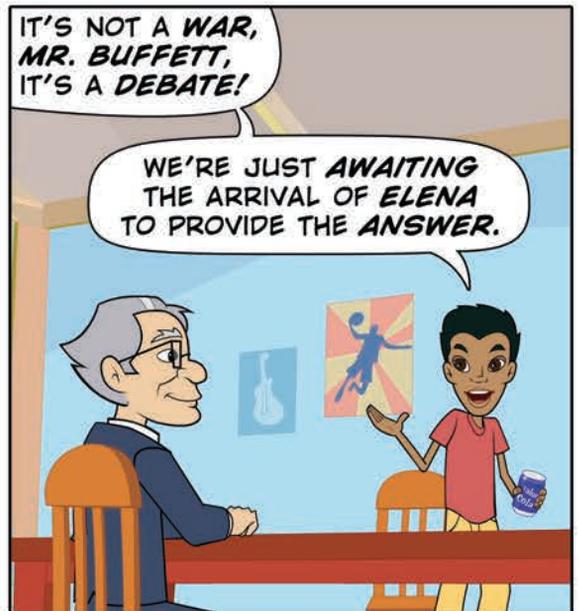
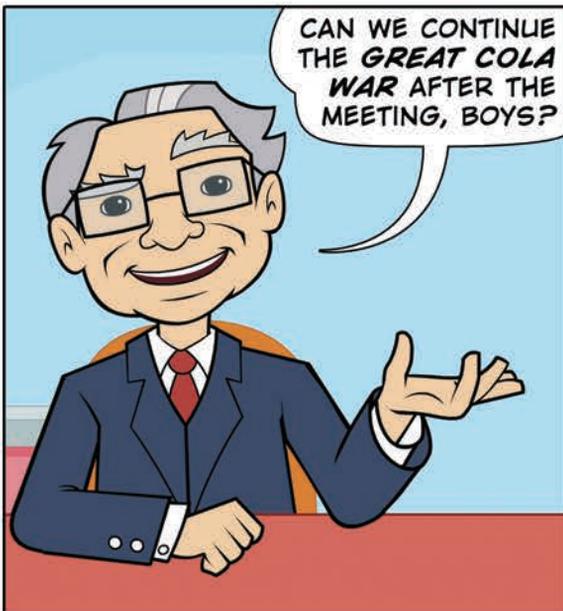
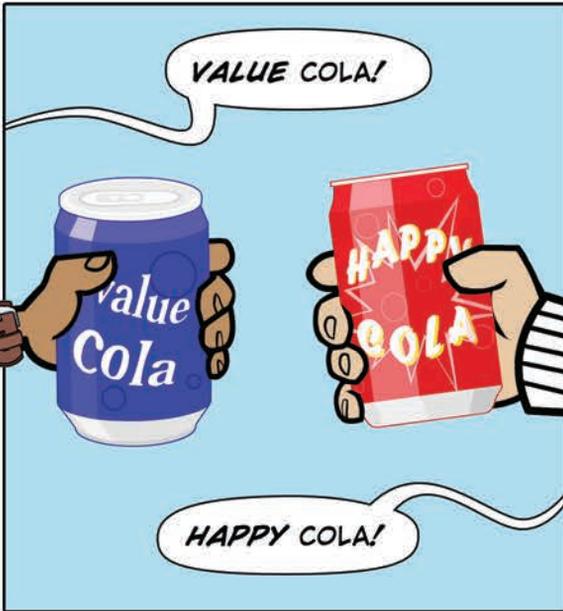
GENIUS BRANDS INTERNATIONAL & ARCHIE COMICS PRESENT:

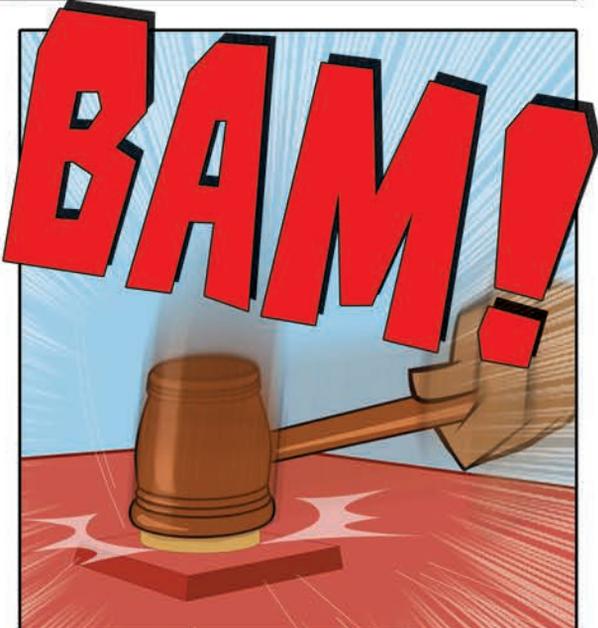
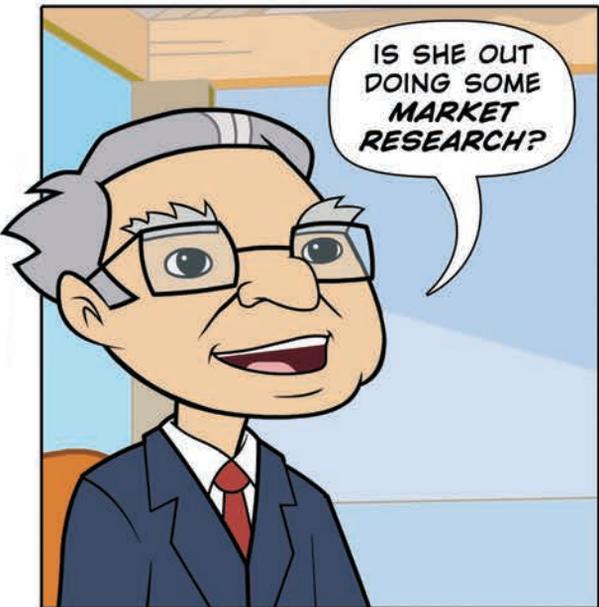
Secret Millionaires Club. #16

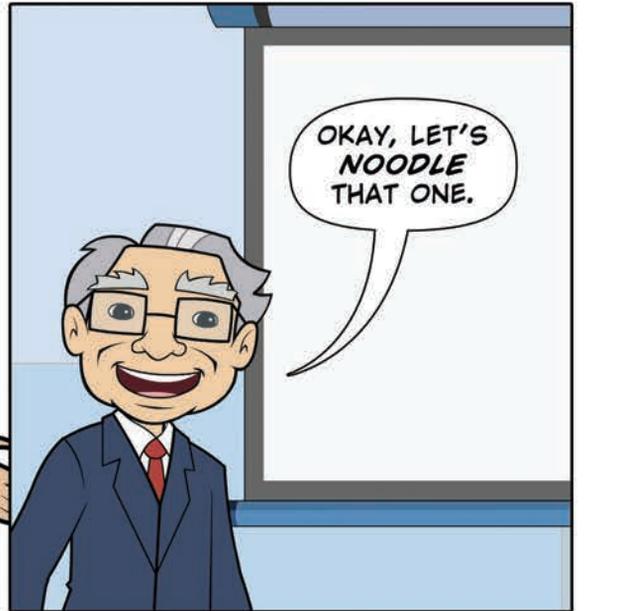
FEATURING
WARREN
BUFFETT



IN THIS ISSUE:
"WHY PAY MORE?"







ONE OF THE REASONS THAT **HAPPY COLA** IS SO SUCCESSFUL IS THAT THE PUBLIC **TRUSTS** IT.

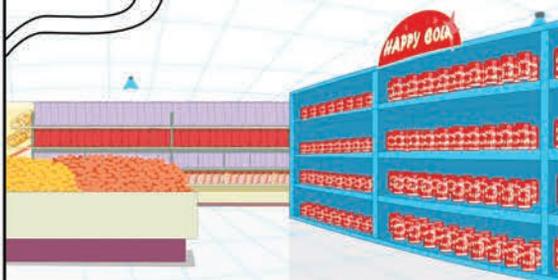


THE **QUALITY** IS CONSISTENT AND YOU **KNOW** WHAT YOU'RE **GETTING**.

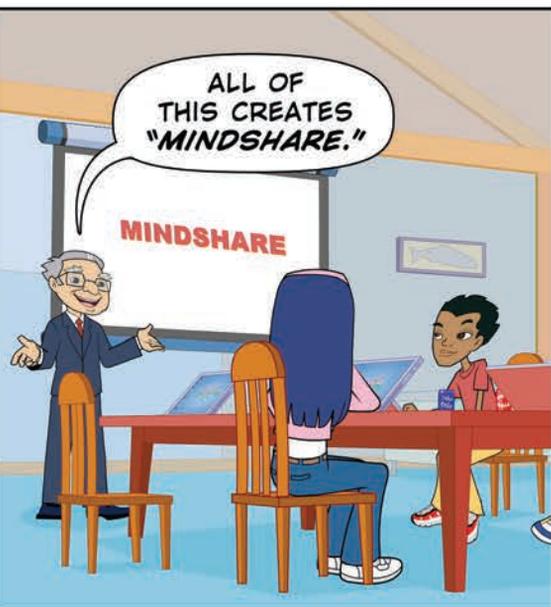
THE NATIONAL BRANDS SPEND A LOT ON ADVERTISING TO MAKE THE PUBLIC **COMFORTABLE** AND **CONFIDENT** IN THEIR **PRODUCT**.



THEY ALSO **PAY** STORES TO GET THEIR **BRAND DISPLAYED** WHERE THE CUSTOMER WILL **SEE** IT AT THE **SUPERMARKET**.



ALL OF THIS CREATES "**MINDSHARE**."



MINDSHARE?

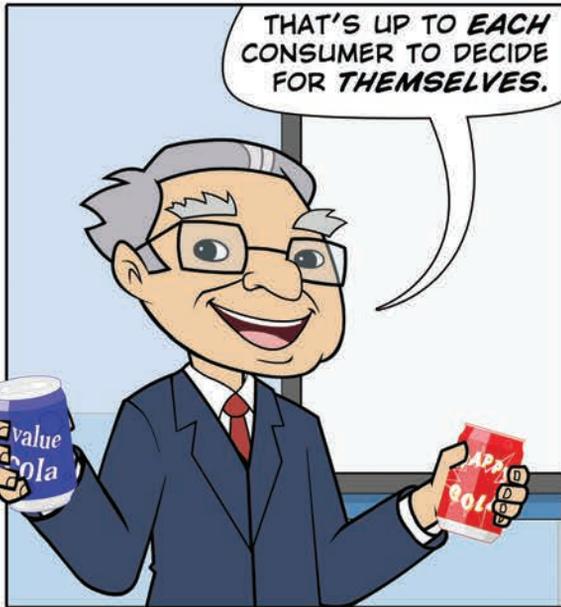
SOUNDS LIKE SOME KIND OF **SCI-FI MOVIE!**

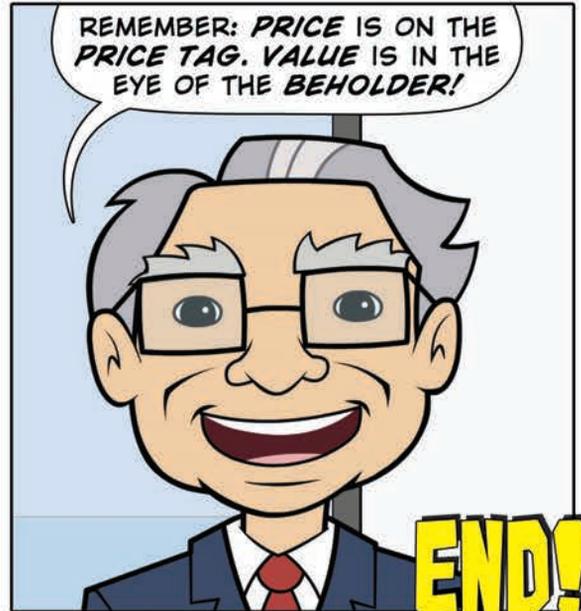


MINDSHARE IS WHEN A PRODUCT IS SO WELL KNOWN AND ESTABLISHED THAT IT BECOMES THE **FIRST** BRAND ANYONE **THINKS** ABOUT. IN SOME CASES IT MAY BE THE **ONLY** BRAND!









WORDS FROM WARREN

Hey kids, Warren Buffett here!

A business will create a brand by associating their product with a "good experience." When a good experience is reinforced through advertising, a branded product can gain a share of the consumers' "emotional mind"-- meaning people will go out of their way to buy a product because it gives them a good feeling. Your image is also like a brand that needs to be developed over time. You want to always make sure you have a good reputation. So remember: Be different and unmatched, and know that the best thing you can do to improve your image is to make someone feel good about themselves.

