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## Monthly Musings Super Bowl SNL 50 Luka Paul McCartney ThinMints Service Natural

### "Service Natural" – Are YOU One?

I met a "Service Natural" on **Super Bowl Sunday**. How many "Service Naturals" have you met recently? Are you one? And what, you may ask, is a 'Service Natural?'"

Rebecca and I enjoy warm movie theater popcorn, so I went into **Studio Movie Grill** in Arlington for a fresh supply for the Big Game.

A young lady named **Kameron** was working at the bar. I explained we wanted to take the popcorn home but did not want it filled over the top because it would spill in the car.

You'll notice in the photo that the popcorn bag is upside down. That's because you see the **SECOND** bag, which is used as a cover to prevent any of the popcorn from overflowing and spilling.

This was Kameron's idea, not mine. This thoughtful gesture took her no more than five seconds to do!

My friend **T. Scott Gross**, who, with his collaborator **Michael Hoffman**, wrote the wildly popular book "**Positively Outrageous Service**," coined the term "Service Natural."

A "Service Natural":

1. **Elevates every interaction naturally** to the benefit of the customer
2. Does so **with their own intrinsic service-oriented culture**
3. Creates a WOW experience that **dazzles the customer**

Please reflect on a remarkable experience you've had at a restaurant or hotel or when visiting a retail store. **What did someone do that made a memorable impression on you?**

Even more important, how do YOU or your team members express a "Service Natural" attitude?

**Take the time to evaluate the number of "Service Naturals" in your company. If you don't have enough, then you, yourself, are not demonstrating enough of this culture.**

Please email me examples of "Service Naturals" you have experienced at [john@thefetch.org](mailto:john@thefetch.org).



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## PR Blunder: Luka and the Mavs

It's called the **Friday News Dump**. When a company or person is required to make a public announcement but decides to bury it on a weekend after most reporters have called it a week, that's the Friday News Dump.

It's even worse on three, four, and five-day holiday weekends, when we see weak earnings reports and other disappointing news that is required to be released.

The **Dallas Mavericks** announced the trade of its legendary NBA All-Star, **Luka Doncic**, on Friday night, February 1.

With this attempt to "bury the news" only three days before a home game, the Mavs made four major mistakes:

- **Misjudged the impact** that trading their franchise "face of the team" player would have on fans
- **Lost all goodwill** with Luka by totally shocking him with the trade, thus losing the trust of every player on the team
- **Failed to consult** with team coach Jason Kidd and minority owner Mark Cuban
- **Punished fans** who protested by kicking many of them out of the following Monday's game

And it all happened in the shadow of the statue of Mavs **legend Dirk Nowitzki**, which features the engraved motto, "Loyalty never fades away."

There are three pieces of irony thus far:

- **Mark Cuban** invited one of the ejected fans to sit with him courtside at the next home game
- Luka's replacement, **Anthony "A.D." Davis**, had an impressive first half in his inaugural Mavs game before sustaining a leg injury that may sideline him for multiple weeks – they call that "karma"
- **Luka was injured** but missed no significant time with his injury

**The bad news is that the Dallas Mavericks have lost the trust and loyalty of their most important constituencies – their employees, players, fans, and...(gulp!)... their sponsors.**

**Now, how do you earn all that trust back?**



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## Super Bowl LIX Commercials Shine

This year's overall collection of Super Bowl commercials was the best I've seen in years. The humor was clever and resonated with a wide swath of America's viewership.

The ratings in **USA Today's AdMeter** seemed closer than in the most recent games, with the beer category claiming four of the top eight positions.

Disney had it right when he famously said, "**Emotions Trump Everything**" My favorite emotional tugs were:

- **Budweiser:** "**First Delivery**" shows a rejected Clydesdale discovering a keg of beer that fell off the delivery truck and pushes it for miles over rugged terrain to bring the keg to market.
- **Lay's Potato Chips:** "**The Little Farmer**" reveals a little girl who sees a potato falling off the cart going to market, picks it up, plants it, nurtures, and protects it during bad weather. It grows into a healthy potato, and she places it on a future truck going to market.
- **Google:** "**Dream Job**" features a man using Google technology to rehearse his skills for a prospective job, showing video clips from his life as a dad with his infant child who grows up through college and into an adulthood – all the while narrating potential job skills he gleaned while raising his child
- **Rocket:** "**Own the Dream**" sells the quality of life in a rural community and celebrates everyone chasing and achieving the American Dream.
- **HeGetsUs.com:** "**What is Greatness?**" shows people from various walks of life reaching out and helping others



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Music played a pivotal role in the ads, with classic hits such as “**Let Your Love Flow**” for Budweiser, “**All I Want Is You**” for Lay’s Potato Chips, “**The Power of Love**” for Bud Light, and “**Born to be Wild**” for WeatherTech.

My favorite stand-up comedian, **Nate Bargatze**, appeared in a clever [DoorDash](#) commercial that I’m sure he helped write.

And who could resist the [Hellman’s Mayonnaise commercial](#) featuring **Billy Crystal** and **Meg Ryan** recreating their famous orgasmic sandwich scene from the film, “**When Harry Met Sally**”?

Finally, what a big drop in results for Dunkin’, which last year held the highest rankings of the Big Game’s favorite commercial. Without **JLo**, **Tom Brady**, and **Matt Damon**, this year’s effort fell to #34.

## Paul McCartney Double Play: SNL and Pop-Up

He may be the most esteemed contemporary musician on the planet – or he’s at least he’s in a very elite crowd. **Paul McCartney** shocked The Big Apple with a pop-up concert before a sold-out crowd of 500 fans at the **Bowery Ballroom** on Tuesday, February 11.

Why? Because he could! Also, it reminded him of the intimate, grungy clubs where he and the Beatles launched their career. The show sold out within minutes, and tickets had to be purchased [in person](#) at the venue’s box office.

His next gig? On the **SNL 50th Anniversary** party Sunday evening, February 16. Paul and his band, **Wings**, played their trademark hit “**Golden Slumbers**” to close out the show. And pity the poor NBC viewers in Houston, whose station cut the program at 10:00 p.m. to play their local news instead!



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## Tiebreaker: Being a Legend Like the Savannah Bananas

How long does it take for a person, company, team, or event to become legendary?

- Well, the **Fort Worth Stock Show** and Rodeo that recently completed is a legend in its industry
- If the **Kansas City Chiefs** had won their third consecutive Super Bowl, they would have been legendary
- The **Harlem Globetrotters** – which my son and daughter, along with their spouses and children, attended a game last Monday – have given us 98 years of being legendary

And now the **Savannah Bananas** are considered legendary. The Bananas' reason? **None of the games are scripted beyond the dance routines**, and the trick plays occur spontaneously depending on the situation.

**You don't know if the Bananas will win because THEY don't know how the game will play out.**

Bananas team owner **Jesse Cole** posts a One Minute Boost on LinkedIn every morning, [such as this one](#), where he shares the wisdom of **Walmart founder Sam Walton**. In the clip, Sam took a store manager to a competitor's store, and the young manager complained about how ugly and sloppy the store was. Revealing that you can learn something no matter where you are, Sam taught the young manager how impressive that store's pantyhose display was and how smart its cosmetics display was.

**Sam Walton was a lifelong learner, like Jesse Cole is today, and just like you and I need to continue to be.**

