

Halloween Costume Photo Contest
CLICK TO ENTER a picture of your child for a chance to WIN A COOL PRIZE!
coastalmommies.com

Home / Exchange

Comment Email Print Blog This SHARE Follow Exchange

Buy locally campaign urges keeping money in community

Posted: October 26, 2009 - 12:15am



Buy Locally promotion creator Rick Monroe, president of Monroe Marketing Inc., stands in front of one of the promotion's billboards. (Photo courtesy of Monroe Marketing)

By Arlinda Smith Broady

Wanting to encourage consumers to purchase items from Savannah-area businesses rather than buy over the Internet or from catalogs, Rick Monroe agreed to spearhead a "buy locally" campaign.

Billboard, newspaper, radio and television ads have flooded the market the past few months.

The slumping economy prompted businessman Lowell Kronowitz and Jerry Rogers, general manager of WRHQ FM radio, to join Monroe in the message to keep local dollars here.

"When we spend our money locally, we're not just helping local businesses, we're helping ourselves," said Monroe,

president of Monroe Marketing.

He crafted a message around a "domino theory." If one business fails, another can fall more easily. The message calls for local consumers to stop the domino effect by buying locally, which would have the added effect of keeping prices lower.

"You can buy things online and perhaps save a few dollars, but if enough local businesses disappear, ultimately, prices will go higher and no one will save," he said.

ADVERTISEMENT

It is a good idea for businesses to band together to build brand strength, said Michael Reksulak, economics professor

at Georgia Southern University.

"It's a good way to compete for the favor of consumers with companies that have much more buying power and a bigger advantage," he said. "However, initiatives meant to deter consumers from making optimal purchasing decisions in favor of 'buying locally' are a bad idea in terms of economics." He said the idea free trade increases standards of living through specialization and more choices applies as much locally as it does globally.

Monroe understands saving money is important right now but hopes local consumers consider their neighbors.

"Together, we can all stand against this tough economy, and when things are better, we'll all stand proudly together," he said, quoting the campaign's tagline.

[Comment](#)

[Email](#)

[Print](#)

[Blog This](#)



[Follow Exchange](#)

**Obama Backs Insurance Regulation**

Drivers Pay \$44/mo on Avg for Car Insurance. Are you paying too much? Auto-Insurance

**Refinance and Save \$1,000's**

\$200K Mortgage for \$917/month. No Obligation. Refinance Requests Only. pickAmortgage.com

**Obama Urges Homeowners to Refinance**

(\$200,000 Refinance under \$1,059/mo) See Rates - No Credit Check Req. SeeRefinanceRates

Ads by Yahoo!

Explore more of SavannahNow.com