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**On-Target Complete Solutions**

We are experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and new media companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.

WE'RE ON THE WEB! [WWW.DUKEMARKETING.COM](http://WWW.DUKEMARKETING.COM)

**PARTY TIME AT DUKE MARKETING !!!**

Party America, the is one of the largest retail chains of consumer party supplies in the United States with 37 retail locations. They hired Duke Marketing to manage public relations.

With the first news announcement, Duke Marketing landed Party America in several trade publications as well as the *San Francisco, Sacramento and East Bay Business Times, The Oakland Tribune*, and four different TV segments. A special Easter segment was featured on Sacramento's Channel 31, for their new store opening in Folsom, CA.

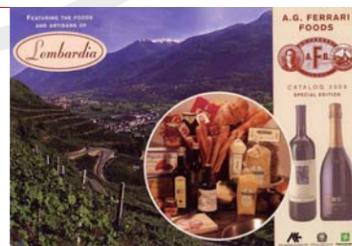
"We are very excited to work with Party America," said Linda Duke. "It's like throwing a party every time we send a release out for them!" "They have a million party ideas that we can use when we pitch the media and it works."



Duke Marketing was hired by **Il Fornaio**, the 28 store Italian restaurant chain, to develop public relations in specific markets and provide strategic marketing planning.

Il Fornaio has been seen on several TV segments and newspapers. Ezio, chef partner of Roseville, Il Fornaio was featured on Channel 13, and Umberto, chef partner, on the *San Jose Mercury News* with a 3 star rating.

"I have been a customer of Il Fornaio for many years, and I love their concept, their food, and now having them as a client, is really a dream come true," said Duke. "We are extremely happy to get them results!"



Duke Marketing developed the Spring catalog for **A.G. Ferrari Foods**, the 14 store Italian importer, featuring the foods of Lombardia. The 34 page catalog has been bringing in sales on the new website and in stores.

In conjunction with the Italian Trade Commission, a trip for two was given away, and Duke Marketing developed flyers, posters, give aways and public relations. "It's going great," said Duke. "Customers are enjoying the products of Lombardia!"



On-Target Complete Solutions

**NEWS**

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**LIVE ON TV!**

Going to be interviewed on television? Here are some tips: **Smile, Laugh & Relax.** Pretend your friends and family are sitting on a couch behind the cameraman. This will help you relax.

**Focus on the reporter.** Forget the cameraman is even there. Let him worry about the right angle, you focus your attention on the reporter.

**Posture & Hands.** Being on camera is a great time to practice standing up straight! It will make you look and feel more confident. Bend your elbows. It will make you feel less fidgety. Or loosely clasp your hands at your navel. It will help you look less nervous. **Take your time!** Don't rush. Draw things out by speaking slowly, clearly and in detail. It is hard, but worth it.

**Key Messages.** Never go into an interview without your key messages in place. Focus on two key points you want to make.

**Practice.** Rehearse. Use a video camera and watch yourself. Practice makes perfect!

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**Are your marketing efforts getting RESULTS?**

Embrace the age of return on investment. The ultimate measure of marketing success has become when a customer actually buys your product. Sad but true, in recent years, many marketers spent millions of dollars designing beautiful ads to submit for awards, never thinking about how it will impact the sales, or buying a Super Bowl ad to introduce a new product, and sitting back to count the money. All the excess has been changed with the change in the economy. Any-cost strategies have been quickly changed to return on investment strategies. Yes, today the pendulum is swinging the other way.

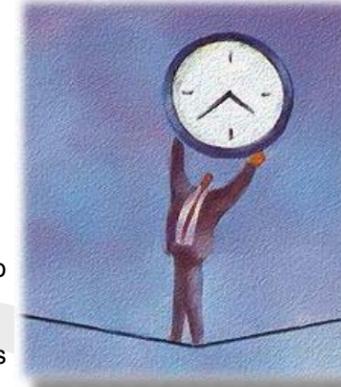
Showing measurable results by marketing project each quarter is not unheard of anymore. Isn't that what marketing is suppose to do anyhow?

Driving sales is what marketing is suppose to do...so we should be accountable to show how we drove in sales, right? It is amazing that so many marketers don't understand that concept. In fact, many senior level marketing people have never been in sales to understand what is needed to drive sales from a marketing perspective.

Mounting pressure from clients with limited budgets makes the quest for measuring effectiveness more imperative.

So, how to we measure public rela-

tions? The number of clips certainly won't show how the public relations resulted in sales or brand building. PR measurement has always been an imprecise science, however, emerging methods such as "outcomes" (sales resulted or increased by PR) over "outputs" (the sheer number of articles or media placements) are increasing. "In these times of slashed budgets, you don't get credibility by saying, "we got a lot of clips,"



said Linda Duke of Duke Marketing. "Our goal for clients is to measure success in everything we do, whether it is PR, advertising, direct mail or web based projects. If we can't show our clients results, then what are we in this for?" "Our success is our clients success, and showing results is how we do it." Duke says they use a system to monitor results. Duke lists five factors: 1. what is the client's objective, 2. what is the customer value (understanding the customer value of different segments is imperative), 3. what is the long-term value of the customer (they should be evaluated like an asset), 4. analyze across functions, (what does sales do with the leads it receives), 5. uncover key influencer customers (those that persuade new customers to buy), and finally, make friends with the CFO, so that cost and investment and earnings can be tracked effectively with the company to show results!

## From the DUKE

for **A.G. Ferrari Foods** and Lombardia promotion, to managing public relations for **Party America**, and the list keeps going.

We have also been involved in some non profit work for the **Great Chef's of Marin** event, handling programs,

public relations, and the name change of the organization from **MARC to Lifehouse**.

It has been a very fulfilling and rewarding first half of 2003. Here's to an even better second half! *My best-LDUKE*

Linda Duke, Principal/CEO, Duke Marketing, and Mayor Willie Brown at Ferrari /Maserati 10th Anniversary.

The first half of the year has flown by. Duke Marketing is keeping very busy. From the big 10th anniversary party for **Ferrari and Maserati of San Francisco**, to the opening of the newest **Left Bank Restaurant** in San Jose, to assisting **Chevys Fresh Mex** with the launch of Brunch in their Sacramento locations, and new menu items, to the Spring catalog



Michael Fagen, COO, Duke Marketing, next to the new Maserati he test drove at the anniversary event.

## MULTI UNIT NEWS

### Maximize your sales and marketing through tightly integrated programs.

When marketing efforts are not successful, many companies wonder why. They sent out direct mail, or refreshed their Web site, or ran an advertisement, but are left disappointed and frustrated with languishing sales and underused resources. Why isn't the phone ringing? Because marketing efforts must be more than a disconnected series of tasks. Effective marketing is not a single activity, but a well choreographed effort that takes planning, consistency, and fortitude to accomplish. Without joining the often-disparate efforts of sales and marketing into one cohesive approach, your strategies are only realizing one-half of the equation.

"Developing integrated marketing programs is imperative to multi-unit organizations," says Linda Duke, Duke Marketing, a firm specializing in multi-unit marketing. "If a multi-unit organization rolls out a new product promotion, developing a cohesive marketing package for each location will provide the best results overall. For instance, each location may need signage, advertisements, a direct mailer, coupons, and when done together, will be much more effective than running one store at a time or using only one marketing initiative. This short period promotion will provide a big bang in sales," says Duke.

## ALTERNATIVE OUTDOOR MEDIA

If you think you understand everything there is to know about outdoor advertising, you may want to take a closer look.

Today it seems consumers are in a hurry and outdoor advertising provides quick and concise information to help individuals make rapid purchase decisions. But that's not all. Outdoor advertising can deliver on so many levels:

- clean, eye-popping exposure 24/7;
- clutter-free messages in a uniquely customized environment;
- desirable suburban coverage filling gaps left by other media.

**Street furniture** is another very versatile form of outdoor advertising. It can effectively target population segments or can be used to reach a broad-based marketplace. Because many street furniture displays are located near shopping centers, these outdoor mediums provide a last reminder to consumers just moments before a potential purchase decision is made. For this reason, street furniture is ideal for generating high awareness and brand recognition near the point of purchase.

**Transit displays** reach people traveling by plane, train or automobile, bus or cab, and on foot. Transit products are extremely targeted outdoor messaging solutions designed to reach target consumers, whether moving or being moved. Visible at all hours, but extremely visible during rush hour. Combining transit products

can improve your reach, frequency and overall impact in one cohesive media package.



Chevys Fresh Mex® restaurants, winner of many national advertising awards, combines several non-traditional outdoor advertising mediums to get their message seen.

From billboards, cab tops, to hot air balloons, airplane banners, to the sides of the produce trucks that deliver their fresh produce. They even use the side of a barn, ( with the owners permission and



guest pass to his favorite Chevys), to reach highway passers. "What makes Chevys Fresh Mex® brand so special, is they take a fresh approach to their advertising too," says Linda



Duke, Duke Marketing. "Chevys is a great example of using different types of advertising mediums to get their brand noticed. They have had tremendous success with these methods as well."

GOLDEN GATE UNIVERSITY

## MASTER'S STUDENTS PRESENT ADVERTISING STRATEGIES

Golden Gate University graduate students recently completed Advertising Strategy, the master's level course taught by Linda Duke. "The best part of the course is watching their semester's worth of work come together into a presentation," says Duke.

"Students were divided into groups and work on client projects, such as, **Left Bank Restaurants, Frank Howard Allen Realtors, Marin Breast Cancer Watch, and Office Playground.**" Students prepared advertising designs, integrated marketing programs, radio spots, websites, and more. "It is real life marketing experience that the books just don't teach you," said one student.

"This semester, students were particularly fortunate with the guest speakers that were invited, said Duke. **Bruce MacDiarmid**, Senior Vice President from Chevys Fresh Mex®, **Marty Rabino**, General Manager of the *Marin Independent Journal*, and **Lulu Raghavan**, Brand Strategist/Naming Man-



ager, of Landor Associates." "Each guest speaker shared their advertising, branding and marketing experiences, and gave the students such a well-rounded awareness of what life is like as a real advertising and marketing person," said Duke.

If your company is interested in having a project done by students, please contact Linda Duke at Duke Marketing, 415-492-4534 duke@dukemarketing.com

## GENERATION Y—THE NEXT GENERATION

What is all the talk about Generation X, Generation Y, Generation whatever? Why is it so important that marketers understand what generation to focus on?

Marketers have been analyzing trends in different consumer markets for years. The growth of particular market segments and understanding the make-up of those segments is imperative to producing messages that actually target them correctly.

Here they come: the fourteenth generation of Americans. Self-confident and optimistic. Independent and goal-oriented. Masters of the Internet and PC. Young adults who believe education is cool, integrity is admirable, and parents are role models. They're blunt. They're savvy. They're contradictory.

**How big is Generation Y?** Roughly speaking, the boundaries of Generation Y run from 5 to 20 years of age (56 million strong), with particular importance paid to the age group of 12-19 (31 million). In the next decade, it will come to represent 41 percent of the U.S. population, according to the Census Bureau.

This is the fastest growing demographic group in the United States under the age of 65 with estimates of direct spending put at \$275 billion annually. **How do they behave?** Because this generation has never lived through periods of risk, failure or economic depression, their attitude is spend now, pay later.

These young adults are fashion driven, love music and cars, and are not put off by brands. In fact, they will wear brands like a badge if they believe it is going to demonstrate their expression and individualism. The 20 year old male is a key influencer. He can tell whether something is credible, authentic and will influence others to buy if he

believes in it. **So how do you reach this market?** They are Internet savvy and usually cross reference their purchase online before buying. Reaching them online is an effective way to communicate to Gen Y. Because they spend so much of their time attached to their computers, marketing on the Web will be the dominant strategy for developing a marketing relationship with the Y's. Y's respond to subtle marketing, from sponsorship of

musical acts to extreme sporting events. Their media campaigns, television in particular, must be funny, unpretentious and exude attitude. What makes sense to them is quite often confusing to the older consumer.

Right now, we are witnessing the coming of age of the most socially conscious generation since the '60s. Responding to messages from schools, homes, and churches that they can make a difference, Gen Yers are exhibiting a refreshing altruism that embraces the environment, poverty and community problems.

We are about to see what happens when the workforce is inundated by talented, educated, techno-savvy, open-minded, service-oriented young people with every intention of making lots of money while building their ideal career and personal lives.

**Will your organization be able to deliver the dream job or products Gen Yers are looking for?** Armed with portable phones, Walkmans and pagers, Yers have come of age in an era of instantaneous global communications, media saturation and material excess. Today's teenagers may be the most sophisticated and seasoned consumers ever. If your company can pitch with honesty, you have a greater chance to relate to teens as they respect those who can "just be themselves."

