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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.

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**MORE NEW BUSINESS PERKING UP !!!**

Duke Marketing announced it has won new business from Java City, the Sacramento based coffee retailer and roaster with 33 locations and over 2,000 wholesale accounts. Java City has retained Duke Marketing to provide national public relations and media relations and strategic marketing consulting.

"We needed a public relations firm that knows the food industry, the specialty coffee business and can get us press," said Michael McAdam, C.E.O. Java City. "We have been working with Duke Marketing for a few years and decided it was time to finally do something full speed



ahead—we are excited to work with Linda and her team."

"Since I grew up in Sacramento, I have known Java City since they started with one roasting machine and one location," said Linda Duke, CEO and Principal of Duke Marketing.

"We have watched them grow and with their recent announcement of winning the Delta Airlines account and some other major national accounts happening soon, we



UPN Channel 31

knew it was time for them to create the buzz they deserve," she continued.

Duke Marketing has already landed Java City on television with NBC, UPN and a feature article in the Sacramento Bee.

Other projects will include advertising and media placement duties.

**DO YOU KNOW?**

**How to Reach 141.6 Million People**

Nationally, there are more than 55 million newspapers sold each weekday with an average of 2.3 readers per copy; that results in an audience of 126.5 million readers. On Sunday those numbers jump to 59 million newspapers sold and 141.6 million readers. Talk about mass coverage! And those readers are the consumers advertisers most want to reach—those with higher incomes, more education and more job responsibility. Newspapers deliver daily contact with a market that is constantly changing and provide detailed up-to-date information that consumers need to make informed buying decisions.



**NEWS**

**On-Target Complete Solutions**

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**NATIONAL DO NOT CALL REGISTRY GOOD NEWS FOR DIRECT MAILERS**

Recent Survey Reveals 31% Prefer Direct Mail Over Other Methods Of Outreach



Based upon a Customer Focus survey conducted last month by Vertis,

those polled indicated that instead of telemarketing they would prefer to receive a company's product and/or service information via direct mail (31%), newspaper inserts (24%), catalogs (18%), newspaper ads (11%) or email (10%).

"It should be reassuring for marketers and the direct mail industry to know that consumers indicated they prefer this method of contact to telemarketing and many other alternatives," says Linda Duke, CEO, Duke Marketing. "Staying in front of your prospects via their mailbox and email box is still working, that is great news for all marketers."

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**Sharpening the focus**

Marketers have always been eager to find the perfect consumers to buy their product or service, the right cause to support, the right media to buy, and the right news to tell. Now, more than ever it is imperative for marketers to sharpen their focus and make these decisions even more profound.

With rising costs of media, postage, increased population diversity, and multiple new media outlets, defining ones target market is more imperative than ever.

So how can a marketer sharpen the focus and really pinpoint their prime consumer group? The group that not only buys their products and services, but tells others how great they are? Here are a few ideas:

- 1) Don't try a one-size-fits all approach to marketing. Determine specific consumer segments.
- 2) Divide consumer segments into groups with the same needs and desires that can be found through purchasing behavior.
- 3) Deliver relevant communications to each consumer segment. Customize messages based on behavior, age, gender, etc. If the information communicated is more relevant and timely, consumers will be more responsive.
- 4) Don't ignore multi-cultural consumer segments. Re-examine marketing commitments and approaches to multicultural consumers.
- 5) Create more intimate marketing

methods with consumer segments. Let consumers experience products in an event-type setting. Similar to test driving a car, or taking photos with a new camera.

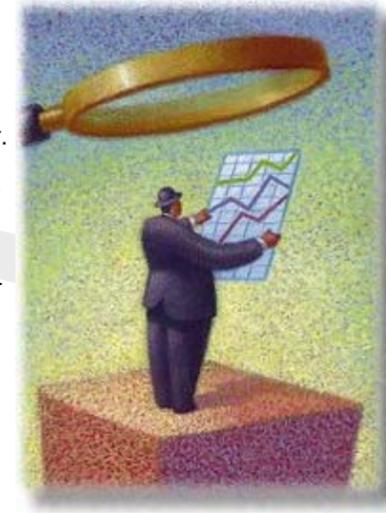
- 6) Be creative with grassroots approaches. These type of programs give consumers more one-on-one

with the product and typically are seen as good-will for the consumer segment, such as community outreach and fundraising.

- 7) Give and Get from focused consumer segments. Give them a forum to provide insights on products and get their valuable feedback in order to give them the messages and products they want. Hold

small educational seminars to educate consumers and provide relationship-building activities. These innovative solution-type seminars will bring your consumer segments into sharp focus.

Consumer segmenting is fast becoming more sophisticated and specialized as companies work to be come more responsive and to reach out to a diverse marketplace in new ways. Rethinking strategies, shifting some efforts towards multi-cultural marketing and keeping in close contact with segmented consumers will provide much more cost effective marketing spending and will provide more return on efforts.



## From the DUKE



Linda Duke, Principal/CEO, Duke Marketing, AT Bubba Gump Shrimp Corp. Office in San Clemente.

A recent trip to Southern California was quite exciting. From Ventura to San Diego, we made the rounds!

Party America announced the purchase of rival, Paper Warehouse, while we were visiting their incredible Beverly Hills location.

We stopped by several corporate offices, Cheese-cake Factory's headquarters, Ruby's Diner and Fleming's Steak

House offices in Newport Beach, and Daphne's Greek Café, Petco, and Rubio's in San Diego.

We checked out many new food concepts, new locations, and enjoyed the beautiful weather!

The traffic on a Friday in downtown Los Angeles, still has us thinking, "it is a great place to visit, but I wouldn't want to live there!" -LDUKE



Linda Duke, at the opening of Century Theaters in San Jose w/ Austin Powers

## LANDING ON TV

The magic of being seen on TV is really on the top of every company's wish list. So, how do you land your product or company on TV? Something newsworthy is usually the big hook, but not the only way. Creating an event or news item around a season, or something related to the big national news of the day can also get on-air attention.

Broadcast media outlets admit that a large chunk of their "breaking news" comes to them from public relations firms that provide video news releases (VNR's), and use them rather than dispatching their news team to an on location venue, and they save production, time and costs associated by running the VNR.

Other ways to land on TV is to have a dramatic human interest story, or a milestone with the company or product. Chevys Fresh Mex® tied into a local charity that allowed them to create an event which honored local firefighters on September 11th. They partnered with the Pacific Burn Institute and raised funds for the non profit at several of their Sacramento area stores.

"The TV news crews don't always have a busy news day," said Linda Duke of Duke Marketing. "When we pitch story ideas, we try to make it something that can be done within two weeks so if they have time to fill with a fun topic, they call us. The only challenge is to get the client ready to jump when



Java City

the TV station says to jump," Duke continued.

Duke Marketing has had great success in landing clients on TV. "Java City in Sacramento had been out of the limelight for so long, that the TV crews were actually excited to do a piece to see what they had been up to, said Duke. "It also helped that they landed a new contract to make it more newsworthy too."

Party America has also been featured on TV numerous times. "They have a great



PARTY AMERICA

concept that is perfect for TV ideas. We have had them on TV for Easter, St. Pat's Day, Halloween and more. We put together the ideas and direct the crew and make it easy for them to say yes."

With the right combination of story ideas, timing and contacts, being seen on TV can be a reality not just a wish! Call Duke Marketing to make your next TV appearance!



## MULTI UNIT FOOD NEWS

### Super Bowl and More on Neighborhood Marketing

Does a TV spot on the Super Bowl really drive sales? To air a spot on the Super Bowl would have set you back over \$3 million dollars this year, not to mention the cost of producing the spot. In the end, the TV advertisement will do little for sales, but will feed the ego of those that created it. "Marketing is really in the four walls," said Linda Duke of Duke Marketing. "Generating local publicity that is worth \$3 million in local news coverage will do more for your sales at the store level than a TV ad on the Super Bowl."

No matter how much money is spent on advertising, what really matters to the customers is how they are treated in the store. Start with hiring good people that smile and are optimistic. Keep bathrooms clean to allay consumer doubts about the cleanliness of your kitchen. Provide food and support for local organizations. Deliver a top notch experience to every customer that comes in, every time. These techniques are worth more than a TV ad on the Super Bowl and will have lasting affect.

Call Duke Marketing for more info. 415-492-4534.

## CREATING EVENTS WITH IMPACT

Creating a signature event is something that requires detailed planning.

With the launch of a new product, the opening of a new location, or assisting an existing location with driving traffic, any type of event can be created.

Recently, Duke Marketing worked with Il Fornaio Restaurants specifically on their San Jose location to create public awareness and create an event with impact.

The San Jose Il Fornaio is located at the Hyatt Sainte Claire hotel and with the help of the city and the partnership of Il Fornaio and the Hyatt, a new glass-covered atrium was constructed.

"The new atrium was a perfect opportunity to create an event," said Linda Duke of Duke Marketing. "We planned to invite over 500 area businesses, city

officials and guests, so we needed plenty of time to coordinate the whole event."

With over 200 people in attendance, and San Jose's Mayor Ron Gonzales and several city council members on hand to provide speeches and a ribbon cutting, the event was a huge success. Il Fornaio's catering division, (which is



Il Fornaio

housed out of the Hyatt Sainte Claire location), has been busy with new catering and events from those that attended.

Mary's Pizza Shack had Duke Marketing create their own signature event to assist their Walnut Creek location with driving traffic and creating a buzz within the community.

"We wanted to create something special that meant some-



## HOW TO MAKE IT HAPPEN

Creating a special event requires creativity, time, planning and attention to detail. Here are some helpful tips:

- ✓ Be sure to plan at least 6 months in advance
- ✓ Send invites out at least a month in advance
- ✓ Be sure to announce the event with the media 6 weeks in advance and an invitation and follow up again two weeks prior.
- ✓ Be sure to provide instructions and communications with all parties involved at least 2 weeks ahead.
- ✓ Don't forget about signage for the day of the event.
- ✓ Have give-aways for awards, participation, and recognition.
- ✓ Send thank you notes to all those participating organizations.

Call Duke Marketing for your next big event! 415-492-4534



thing to the community, so we did some research and found out that the De La Salle High School in Walnut Creek had an undefeated football team for over 12 years," said Duke. "We made a proposal and created the idea of having the De La Salle football team participate in a fun pizza event and create another team with the local media to compete with them. "Next thing you know, we had over 30 football players, all the cheerleaders, parents and community supporters show up for the big event, "The Mary's Pizza Shack De La Salle VS. The Media Challenge."

With the help of Mary's Pizza Shack crew, the parking lot was blacked off on a Saturday afternoon, cones were set up and an obstacle course created. "It was great! We had a pizza toss, meatball eating contest, and a server tray relay," said Duke. "The media team included Denise Cruz, sportscaster for KNBR and a few other KNBR crew members, and the Contra Costa Times editors "The Pizza Guys".

The event was a huge success. Mary's donated 20% of the day's proceeds to the school, and the football team ate over 15 extra large pizzas in



the course of three hours! The De la Salle football team is still undefeated and looking forward to the

2nd Annual Mary's Pizza Shack Challenge.

Product sampling has always proven to be very successful with enticing customers to try new food products, so Duke Marketing worked with Rubio's Fresh Mexican Grill to introduce more people to their delicious food.

"Rubio's just introduced Street Tacos, so we created a Street Team to do some Street Taco sampling", said Duke "The stores got so busy we actually had to take breaks from sampling so that they could catch up."



The sales of Rubio's Street Tacos have been very successful. "People love free food and getting new products in your customer's mouth is great for product introductions, said Duke. "It is much more cost effective than running an ad...you get immediate response too!"