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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 multi-location 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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**LINDA DUKE, CEO, DUKE MARKETING TO SPEAK AT RESTAURANT INDUSTRY CONFERENCES**

Duke Marketing™, an Integrated Marketing Communications firm, announced Linda Duke, principal and CEO of Duke Marketing has been asked to speak at industry conferences: *Restaurant Hospitality Magazine's* Concept of Tomorrow 2004 Conference, October 12-15, 2004, Chicago, IL, and Expo Comida Latina 2004, the Hispanic Food & Beverage trade-shows in Los Angeles, CA, October 4-5<sup>th</sup> and New York City World Conference, October 26-27<sup>th</sup>, 2004



Linda Duke will present "Marketing in the New Age—Driving Sales with Non-Traditional Methods," at Concepts of Tomorrow, the annual restaurant industry conference sponsored by *Restaurant Hospitality Magazine* of Penton Media, October 12-15<sup>th</sup>. The 6<sup>th</sup> annual conference, held at The Four Seasons Hotel, Chicago, will feature keynote speaker,

Richard Melman, founder and chairman of the legendary Lettuce Entertain You Enterprises, and topics covering "Growth Strategies for Emerging Full

Service Restaurants" to suppliers, owners and operators of promising independents, chain and franchise units, and multi-concept restaurant operations at the three-day event.

Ms. Duke will present "Best Local Store Marketing Programs for Res-

taurant Organizations," to Expo Comida Latina conference attendees at their West Coast conference October 4-5<sup>th</sup> at the Los Angeles Convention Center and at the Jacob Javits Center World Conference in New York, which will include the Asia Food Expo and Kosherfest, October 26<sup>th</sup>-27<sup>th</sup>, 2004.



**RANDOM THOUGHTS...**

I once asked a chef who had been in business for more than 17 years to describe her greatest success. She had her own restaurant, owned a profitable delivery service and was developing a frozen-food line for local grocery stores. She smiled and replied: "I hope I never achieve success. I might lose my passion for discovering new ways to create great experiences for my customers."



**SUCCESS ISN'T A DESTINATION; IT'S SIMPLY UNDERTAKING THE JOURNEY**



**NEWS**

On-Target Complete Solutions®

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**FINDING ADVERTISING ALTERNATIVES**

As advertising costs continue to increase and more and more segmented media vehicles crowd the market, marketing professionals are seeking alternative means to spend their advertising dollars. The most popular advertising alternative (according to the 2004 marketing management survey conducted by *PR Week*), is building buzz or word of mouth, with targeting key influencers close behind. "It is very clear that consumers are less responsive to traditional media," said Linda Duke of Duke Marketing. "Consumers are looking for recommendations from friends, relatives, or credible resources, such as articles in newspapers, online or magazines—these are all areas that public relations play a huge role." PR offers a particularly high level of credibility building with consumers and now takes a larger slice of the marketing pie in terms of alternatives to advertising.

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**MAKING THE WEB WORK  
Driving Sales and Traffic With  
Interactive Communications**

\$288 billion dollars is estimated for 2003 spending on consumer promotions according to *Promo Magazine's* recently published "Industry Trends Report", with half of that amount spent on events. So where is the other half going? The fastest growing segment in consumer marketing is interactive communications.

Good reasons underlie this metamorphosis—some of which didn't even exist a few years ago. Thanks to the Internet and sophisticated database technology, prospective consumers can now be identified, analyzed and addressed with precision. One-to-one communication between buyer and seller can occur with a degree of accuracy and relevance previously unheard of.

The discipline that is transforming modern marketing is the onset of permission-based customer-to-brand relationships actually initiated by the prospect.

Today, savvy companies enter into personal relationships with literally millions of their prized customers, using incentives that encourage people to figuratively raise their hands as individuals willing to become involved with the brand.

The key to effective one-to-one e-marketing is threefold: provide sufficient inducement for people to respond, build on that success by continually learning more about the customer, and create increasing valued and individualized communications.

Let's say you launch an exciting give-

away on your Web site that causes people to register for the prize drawing. (A good online sweepstakes or instant win game commonly scores a 10% to 20% response—far beyond those using rented lists). Right away you've got a list of people who are not only motivated to come to your Web site, but also interested enough to make themselves known to you by registering.

Interactive promotions are invaluable to the modern marketing plan, especially considering the variety of objectives that can be achieved with them. Need to increase customer counts at your stores? Interactive promotions can generate traffic. Looking for referrals? Some programs used by major brands can do just that.

Instant wins, collect-and-wins, trivia, points-based reward programs, tell-a-friends and other promotions can be used to induce trial purchases, conduct consumer research, stimulate repeat site visits... almost any sales or marketing goal. But—and this is critical to understanding how marketing is changing—interactive promotions are more than simply a one-off tactic. They are an ongoing strategy to gain knowledge and change consumer behavior.

Interactive promotions have proven their ability to build customer loyalty, improve sales efficiency and strengthen brand equity. They can also convince people to reach out for dialogue, something marketers have never before enjoyed. As part of the evolution sweeping the marketing world, interactive promotions are an element not to be overlooked.



# From the DUKE



This issue is full of photos! We thought we would show you a little of what we've been up to here at Duke Marketing.

We have had lots of great events and photo opportunities, including the above where we visited CNN's corporate headquarters in Atlanta at the Specialty Coffee Association of America World Congress in April.

Chef Tyler from The Food Network's Food 911 show, the World Champion Pizza Tosser, Tony Gemignani and Danny Bonaduce were great celebrity highlights of the past couple months. Read on! LDUKE

# Summer Events Heating Up!

The Food Network's Chef Tyler from Food 911 recently checked out Rubio's first location in Mission Bay and filmed a segment featuring the famous fish tacos. Christy Geiling, director of marketing, Rubio's and Linda Duke hang out with Tyler.



FOOD 911



Ralph Rubio and celebrity-Danny Bonaduce (child star of Partridge Family) did a Grilling for Charity event selling Rubio's Street Tacos in Los Angeles to raise funds for the Lili Claire Foundation to support children with Autism. The event drew over 300 people and raised \$3,000.

US FoodService held their spring tradeshow in Sacramento with Tony Gemignani, the world champion pizza tosser on hand to teach Channel 31's Kari Alexander how to toss!



Il Fornaio donated 1,500 boxed lunches to the East Sacramento Garden Tour for a school fundraiser. Channel 31 did an on-location interview and cooking segment with Il Fornaio at the beautiful garden home of the executive director.



Shawn Hamilton, master roaster of Java City was recently elected Vice Chairman of the National Roasters Guild. TV appearances and a press tour at the World Congress Specialty Coffee Association of America in Atlanta, GA, garnered excellent publicity.



# MULTI UNIT FOOD NEWS

## Operations and Sales Training

Wondering why your great marketing programs are falling flat once they reach the store level? Perhaps the communication to the store managers is not coming over effectively. As marketers, our job is to create programs and tactics that can be executed at the store level, however, some of the "how to" is lost between the creation of the program and the execution of the program.



Michael Fagen, Duke Marketing, giving a Sales and Operations Training Seminar

"We have found that giving an operations and sales training component to new marketing programs is imperative in getting store level participation and execution," said Michael Fagen, of Duke Marketing. Recently, Duke Marketing provided sales and operations training for a client's new marketing initiative and held a training meeting with over 60 of their general managers that would be executing the program at their stores. The training included an overview of the program, why it was important, how to make it effective, and then included role playing and participation from the managers. The new program was a tremendous success, and the managers felt they had a part in the success since they were included from the beginning and in the process.

# Meet Lisa Johnston Senior Account Manager Duke Marketing



Lisa Johnston is a key part of Duke Marketing and has amazing energy, ideas and gets results for clients.

Ms. Johnston brings nearly 10 years of marketing experience from technology, wholesale and retail sectors to Duke Marketing. In her senior role, she manages numerous client projects as well as the marketing components of Duke Marketing.

"We are so excited to have Lisa as one of our senior management team," says Linda Duke of Duke Marketing. "Lisa is a dynamic individual-where everything CAN be done and does get done. Her positive attitude, her ability to juggle a million things at once and her extremely great sense of style, are just a few reasons we are blessed with her at Duke Marketing."



Lisa recently handled the opening event and public relations for Cascade Bar & Grill with over 130 people in attendance including every Bay Area food editor. She also completed a web project for Pasta Pomodoro, and updates Duke Marketing's website.



Lisa can be reached at ljohnston@dukemarketing.com

# Ribbon Cuttings, Openings and Media Coverage!



Daphne's Greek Cafe opened in Roseville, CA with a Big Fat Greek Fundraiser and Ribbon cutting.

Trevor Sacco spokesperson for Daphne's Greek Cafés appeared on Good Day Sacramento for their newest location opening in Roseville.



Pasta Pomodoro, founder, Adriano Paganini, was featured cooking on Good Day Sacramento for the opening of their 41st location in Roseville, CA. A fundraiser for the REACH Foundation and ribbon cutting took place for the new location.



Cascade Bar & Grill in Mill Valley, CA— opens with a VIP party and ribbon cutting



Duke Marketing team at VIP event



Chevy's Fresh Mex® new Cantaloupe margaritas created such a stir, articles and photos appeared in several publications across the country.