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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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## DUKE MARKETING WINS NEW BUSINESS FROM JENNY CRAIG, INC.

Duke Marketing®, an Integrated Marketing Communications firm, announced it has added Jenny Craig Inc, the largest weight management service company in the world with over 648 Company-owned and franchised Centres in the U.S., Canada, Australia, New Zealand, Puerto Rico and Guam, to its client roster.

The Company which offers a comprehensive weight management program that helps clients learn how to eat the foods they want, increase their energy level through simple activity, and build more balance into their lives for optimal weight loss and well-being has hired Duke Marketing to provide marketing consulting for local center marketing programs.

"We needed a marketing firm that had experience working with franchisee owners and a multi-unit organization and Duke Marketing has a tremendous expertise in this area, so we knew they were the perfect fit for us," said Amy Sineath, Jenny Craig, Marketing Director.

"Jenny Craig is an internationally acclaimed brand and company, and we are honored to work with them, said Linda Duke, CEO and Principal of Duke Marketing. " We are excited to develop local center programs and create new marketing initiatives to generate awareness and sales."



**World's largest weight management co. chooses Duke Marketing to take Centers to next level**

### Serious Food in Athens

A grand celebration, the ATHENS 2004 Olympic Games, which for 17 days returned to Greece, the country where they were originally born and the city where they revived, is completed.



Over sixty thousand dishes, prepared by 700 chefs and cooks, were served on an average day at the Olympic Village in Athens.

Overall, 225,000 pounds of seafood, 119,610 pounds of beef, 71,920 pounds of lamb, 4,706 pounds of garlic, 2,697 gallons of olive oil, 19,547 pounds of olives, 75,856 pounds of salad greens and 176,334 pounds of potatoes were served for the entire event.

2008 in Beijing—and probably 100,000 pounds of rice!



# NEWS


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**Ready for the Holidays?**

Time to get those gift baskets, in-store displays and signage together. The holidays are already on their way. August marked the beginning of Halloween, so it is safe to say the holidays are coming sooner and staying longer in the retail arena. Don't forget about:

- Client gifts-how many do you need? What will you give? To whom?
- In-store samples or give aways-keep customers jolly!
- Greeting cards-make it personalized-get them out early.
- Employee incentives-remember your employees "Are" your company.
- Gift certificates and cards-do you have enough?
- How will you promote?
- Charitable contributions
- What can you do or give?
- Don't forget vendors and partners-they make your business happen!



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## Creating a buzzzzzzzzzzz —Through press releases and P.R.—

It buzzes, it itches. The urge is to either scratch it or kill it. No, it's not a bug, it's your press release waiting on the desk or in the e-mail box of a newspaper, television or radio editor. In the minds of many editors, press release could be compared to a mosquito, a pest that breeds but doesn't survive for long. In fact, the lifespan of most press releases is much shorter than a mosquitoes. Most of them live just long enough to be taken from the fax to the shredder, or for a swamped editor to click Delete, the pressroom equivalent of death by smashing.

From the media's point of view, press releases are both an irritant and a primary way to find out what's going on in their communities. Most editors get more press releases than they know what to do with. So how do they evaluate them? Which get noticed and which don't? How do you make sure that yours gets some mention in the media, or at least gets read before getting shot into a mini-basketball hoop over the circular file?

Some of the biggest mistakes in writing press releases can start from not answering the essentials: who, what, where, when and why. These basic elements are the strongest and main information that editors are looking for in the first paragraph.

**Newsworthy?** The writing is the easy part, knowing where to send it and how is 90 percent of the battle. Press releases are generally one of two types: the kind that announce real news, and the kind that announce an event. Real news is, something that's changed, that's making a difference, something that has never been done before, something that affects a large group of people or a neighborhood as a whole.

**Choosing your outlets.** Let's face it, the really big news media outlets like the *New York Times* aren't going to report on your local business unless you cure cancer. In fact, even medium sized media don't have much reason to mention your businesses because on an average day, nothing happens there except selling and eating food (for restaurants). That's

important news to you, but not to a major news corporation trying to get a handle on wars, devastation, environmental concerns, and the occasional random act of kindness. So getting an editor to talk to you can be tough.

If it has a local angle—local companies with local news, and proving the basic information what it is, where it is, who is involved, how can they contact, what they are doing, and that is all the editors really need. Most editors prefer receiving press releases via email these days...probably because they are easier to delete! The most important element in email press releases is making the headline newsworthy enough for the editor to open and read.

**The pitch.** Some of the most difficult phone calls can be calling editors to follow up on your release. Besides that very few ever answer their phones, when they do, they are usually very short with conversation and usually never know what your sent them, so being as brief, polite and to the point is key. A good rule of thumb is first introduce yourself, why you are calling, and ask if they would like another copy of the release. It should take you no more than 1 minute.

**What creates a real buzz?** Know what's news, getting it seen and heard by the right media contact, persistence, relationship building over time, and telling what makes your company unique again and again.





## From the DUKE



The BIG Cheese!  
Linda Duke, Principal/CEO, Duke Market-

Seems like this year is flying by! We have been busy at Duke Marketing with promotions for clients and designing the holiday catalog for **A.G. Ferrari Foods**, (photo above during the photo shoot for the catalog). We have been working on Halloween public relations for **Party America** (the 2nd biggest retail sales holiday next to Xmas), and re-designed **Pasta Pomodoro's** website, throwing Big Fat Greek Fundraisers for **Daphne's**

Café store openings, pitching **Il Fornaio Restaurant's** new North Beach Diet to the press, (the happiest and healthiest diet on the planet), assisting **Chevys Fresh Mex** with their 12th Annual Chevys to Chevys Run event and new lunch promotion, and working with **Jenny Craig** on their national local center marketing program. Also, managing excellent press coverage for **Rubio's** (landed *New York Times* and cover of *Chain Leader*), and finally, designing the **Marin Breast Cancer Watch** corporate brochure. Whew! Everyday at Duke Marketing we get to do something different and exciting. We are so fortunate!



## MULTI UNIT FOOD NEWS

### Money Talks!

There are two major theories in paying people—either pay people well or manage them well...in reality it takes both.

If an employee has the ability to make more money based on performance...they will do so. People's productivity increases with the level of reward. Reward = money, and it equals positive reinforcement, acknowledgment, and knowing they are an important member of the team and organization.

Be generous with compensation, benefits and especially recognition and support. Your people are your company. They are the ones that interface with the customer. If they are happy, and motivated, the customer will have a better experience and the company gains a loyal client base and ultimately creates a more profitable company.

If employees can share in the profits by their productivity, they will be more motivated to do things that have little to no value to them—ultimately CASH and recognition are best. They have a vested interest in making the company more successful and ultimately it IS their success.



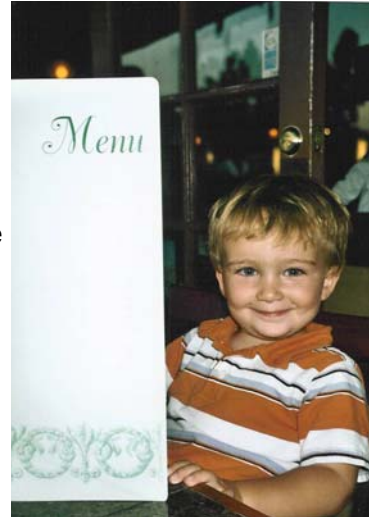
## Kids menus finally grow up

OK, so not every two year old reads their own menu-but kids are more involved in making their own meal decisions these days.

Kids have been asking for items that aren't on the menu for years, and now restaurateurs are finally starting to listen. "These are the future of our business," says Chuck Geiling, General Manager, Robby's in Leucadia, CA. "If you don't please them now, why would they ever want to come back?"

### Some Tips for being more Kid Friendly:

- Offering kids more choices is really not that difficult, and the food cost and labor isn't bad either—the biggest challenge is finding room on the menu. Try printing their own!
- Make kids feel special just like you are trying to make their parents feel.
- Try offering dishes that



Charlie Geiling son of two Restaurateur parents reads his own menu at age 2



Jamie Seibel, age 6, likes things her way—apples & ketchup



Hailey Seibel, age 9, likes free stuff—balloons, necklaces, and soda refills.

- kids can put together—their own sauce on noodles, cheese on their pizza, or dip their own donuts with sprinkles like Krispy Kreme offers.
- Have servers bring the kids over to meet the chef (if not too busy)

- Make an effort to make the kids remember what a great place it is...they will ask to come back.
- Give the kids somewhere to play. At Bradley Ogden's Yankee Pier, they have a sandbox and shovels that give kids the feeling of being at the beach when they munch their fish and chips, and get free salt water taffy for a treat.
- Whatever you do, make it memorable and fun, and the kids will be your frequent diners forever!



## Bubbly Personality!

Duke Marketing would not be complete without the team that makes it all happen behind the scenes everyday. Michael Fagen, chief operating officer of Duke Marketing and his team also try out crazy new ideas—like the photo above—it is called Gazzillion Bubbles.

"We come up with ideas to help make clients more successful too," says Michael. "With the bubble machine, who can resist stopping to find out what it is all about. These are perfect for new store openings, fundraising events, or even holidays or promotions."



SAN DIEGO STATE UNIVERSITY



MarketingPower.com

The American Marketing Association and the collegiate chapter at San Diego State University invited Linda Duke to speak at a recent event on campus. Over 80 students turned out, and food was donated by Rubio's Fresh Mexican Grill.

"We were extremely excited to have Ms. Duke share her great experiences and have the opportunity for students to ask questions and help better prepare them for their future careers in marketing," said Alex Baker, Vice President of Programs, American Marketing Association, San Diego State University.



## Getting The Word Out Using the Right Words

Editors are not forgiving of copy using your favorite big words. If they have to ponder what's the point of a feature or why it's important, they simply won't bother. Editors don't ponder, plain and simple.

The only reason they're reading your story in the first place is because they need help. They don't have enough staff. They don't have enough money for all the freelancers they need. And syndicates just aren't providing as much feature material as they used to. Besides, they all cost money the editor doesn't have.

The way you help them is by grabbing them with concise, accessible language. You're not writing to impress, you're writing to be read. Keep the paragraphs short, two or three sentences maximum and no more than 30-35 words.

Say what you need to and nothing more. Subject. Verb. Object. Done.

Some of you might get persnickety and argue this approach drains any creativity out of a feature and reduces it to a dry recitation of facts. To that we say don't make a kerfuffle out of this.

Your feature can be imaginative and compelling at the same time it is to the point, and filled with crisp, economical language. Admittedly, it's sometimes difficult to achieve that balance, and that's what Duke Marketing is here to help you achieve.

Sometimes you need that extra set of eyes to give you a reality check. We stand ready to give as much help as you want or need. Don't rely on a bit of serendipity to get your feature noticed. With a little practice and patience, your favorite words will be the ones that help get your feature into print.

Say what you need to.

Nothing more.

Subject. Verb.

Object. Done.

## Perfecting Media Training

The key concepts of media training can be boiled down to a few simple lessons: Know your material, figure out the audience you are trying to reach, reduce your content and edit to a few key points, develop two or three sound bites that will get you quoted, figure out the difficult questions to your key messages, ask reporters questions, impressions count, and practice, practice, practice.

**Know your material.** Enough said.  
**Figure out your audience.** Do as much homework as you can.  
**Edit.** There is only so much you can say in a 20-30 minute interview.

So make sure you have a sense of what's most important to communicate. It's also a better idea to plan to repeat a couple of your key



points, rather than cover everything on your list.  
**Sound bites.** The most effective sound bites capture the visual. Anecdotes, analogies, and third party endorsements. Telling a couple stories, and make sure you answer so what? Who cares? What's in it for me?

(from the reporter's standpoint).  
**Know the difficult questions.** Face it: nobody is perfect. There are always a couple of questions that are challenging. Figure out what those questions might be, beforehand and prepare answers. A good interview means you have to answer for shortcomings and bridge to positive information.

**Ask questions.** To show that you've done your homework. Reporters will respect you more.  
**Impressions count.** Wear appropriate, clean, pressed clothes. **Practice, practice, practice!**