



4040 Civic Center Drive, Suite 200
San Rafael, Ca 94903

Phone: 415-492-4534

Fax: 415-454-8743

Email: info@dukemarketing.com

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 NEW BUSINESS ROCKS WITH BEAR ROCK CAFE

Duke Marketing®, an Integrated Marketing Communications firm, announced it has added Bear Rock Cafe, the Cary, North

Carolina based thirty-three unit quick casual bakery-cafe concept, has retained Duke Marketing to provide national public and media relations along with promotion and local store marketing consulting.

"We needed a marketing firm that had experience working with the press and a growing multi-unit organization on a national level and Duke Marketing was referred to us by the Franchise Association of America, so we knew they were great," said Chris Cheek, Vice President of Franchising, Bear Rock Franchise Systems, Inc.

Founded in 1997, Bear Rock Cafe has built a loyal following of customers who enjoy its fresh foods, friendly service and gathering-place environment. There are

seven company owned and twenty-six franchised Bear Rock Cafes located in

nine states across the nation. Bear Rock Cafe is a quick-casual bakery-cafe featuring fresh, hand-crafted sandwiches, garden fresh salads, freshly-baked breads, hot and savory soups, baked potatoes, and a full assortment of gourmet desserts.

"Bear Rock is 33 locations strong with more than 150 signed franchise and area development agreements spanning the next 6 years," stated Linda Duke, Duke Marketing." They have a rock-solid business model, with an emphasis on freshness and a unique selling proposition making Bear Rock Cafe a truly compelling dining choice and well as franchise opportunity. We are excited to grow with them and get their brand recognition to the next level," she continued.

Duke Marketing has obtained the services of

Landor

Landor Associates, the world's leading branding and design consultancy, whose clients include Frito-Lay, Land Rover, Kraft Foods International and Procter & Gamble, on behalf of the Marin Breast Cancer Watch, a non-profit organization dedicated to finding the causes and stopping the epidemic of breast cancer, to develop a new name and brand identity for the organization.

"What a great way to start a year," says Linda Duke. "Our pro-bono work for the Marin Breast Cancer Watch is so important, and with Landor's services we will be able to extend the organization's importance throughout the country by changing its name and logo to reflect the reach it now has. We are so lucky to have a partner like Landor and make an even bigger impact on the fight against breast cancer."



NEWS

On-Target Complete Solutions®

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Getting a Line Out the Door!



Ever wonder what makes certain businesses have a line of customers out the door at all times? We're not talking about the Post Office which usually has a line due to short staffs. But the real booming businesses...how do they do it?

It is about BUZZ...old fashioned word of mouth. With great service, and offering a fantastic experience to each and every guest, they tell a friend and so on. How can you add to the buzz? Find your early adopters (those people that are most willing to try your product or service), and give them an incentive to come in and to tell others. Generating your own word-of-mouth. Get out and see the people, the businesses that surround yours, introduce yourself, your product and service, send invitations, press releases, the more you send out the more you get back...a line out the door!

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San Rafael, CA 94903
415-492-4534

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The New Year Marketing Calendar

Marketing professionals are the keepers of many things—the company's art work and logos, photography and business card templates, past and present collateral, manuals, and advertisements, and press clips, just to name a few. However, one of the most important elements that we keep track of are communications.

Working with so many different companies as a outside partner, we see different ways that our clients use to put the dates, deadlines, and launches together, but we found the trick, in one simple format—a calendar.

Not just a simple calendar, but a calendar with each component of a business plugged in and visible to all. For instance, a franchise organization needs to keep track of its franchisees, their store openings and schedules, as well as company-wide new product development. New products create a need to market them (once tested and refined), and then marketing has to develop a name and messaging, package design and signage, advertisements, press releases, e-mail campaigns, and so on.

Using a calendar can work wonders. For a marketing department, a calendar is a must. With so many integrated communications involved in marketing, and the amazing amount of details, we have to be able to look ahead and plan accordingly.

Most magazines work 60-90 days in advance, so if you need to place an advertisement for March, you are almost too late in January. Although there are not always ads to run, but there is always a rush before a launch date or deadline in the marketing department since we produce so many things. It only makes sense to have a master calendar that can

be shared within the marketing department and with its partners (Ad agency, PR firm, Duke Marketing, etc.). Many companies now have an Intranet so all company employees can access information not available to the public. This has helped tremendously, but even a simple spread sheet can work.

The most successful marketers get used to doing a yearly communications calendar and can finally start being proactive instead of reactive. Or at least until some urgent project becomes the focal point and the whole "ahead of time" concept is hard to reach.

If you can determine what the year ahead looks like, a calendar also helps for budgeting. If you can calendar when new products or stores will be introduced, when major announcements or promotions are planned, you can actually see opportunities to try new ideas and budget accordingly.

For public relations it can help with making deadlines for pitching news stories. Typically every business has trade publications and they are typically monthly, so determining the editorial they plan to cover for the year will help marketers hone their messages and stories to pitch ahead of time, by putting early deadlines on a calendar, to land a featured in the publication.

Besides keeping a marketing calendar, marketing professionals usually need to know what the sales team, operations team and internal departments are doing for the year as well. If sales is having a conference or tradeshow, marketing will probably need to know this, since they will need collateral, a booth, signage, etc. Adding all internal dates on a marketing calendar will actually create a master communications calendar for the entire company, and soon, the marketing team will be proactive leaders with a nice calendar!



From the DUKE



Linda Duke, Principal/CEO, Duke Marketing gives a presentation at Restaurant Hospitality's Concepts of Tomorrow

Happy New Year! I think I am getting older...the time is going so fast and this year just flew by! Probably because we are having so much fun at Duke Marketing!

Time for another set of goals and resolutions. Making our client's successful and getting them each positive results is No. 1 on our list. Creating big ideas for our clients that drive sales is No. 2, and always enjoying what we do, takes No. 3.

I have lots of people ask why I still do print this newsletter instead of just emailing it out. I have always been a reader, and enjoy reading tons of magazines and articles, just like I am sure many of you do. I also went to college and studied printing and design and I guess some things are hard to change. Plus doesn't everyone love mail or is it just me?

MULTI UNIT FOOD NEWS

Duke To Speak at Annual NRA Tradeshow, May 21st, 2005 Chicago, IL

The National Restaurant Association of America has asked Linda Duke to speak at their upcoming annual tradeshow and conference May 21st- 24th at McCormick Place, Chicago, IL. Ms. Duke will be presenting, "Best Local Store Marketing Programs for Restaurant Organizations" at the NRA conference at 10:00 a.m. May 21st, 2005.



"Linda Duke is a very respected marketing professional in this industry and we are honored to have her as one of our speakers," said Eliza DeMichele, Educational Program Manager, National Restaurant Association.

The NRA Show is an international gathering with 70,000+ attendees from over 90 countries, and is held annually in Chicago.

Don't miss this annual event. Register today at www.restaurant.org

E-mail Marketing to Build Sales

Who doesn't get enough e-mail? With so much spam in our in boxes, it is difficult to find the "real" e-mail from the other. Because e-mail is so effortless to send, people sometimes overuse it. Done well, e-mail marketing can be the most cost-effective communications tool you have. It is fast, inexpensive, and effective, and response rates are many times that of direct mail. E-mail marketing is also easy, which is part of what makes it so great!

Before you try your e-mail campaign, ask these questions:

- Who are you trying to reach?
- Why would they want your e-mail?
- Where will you get the e-mail addresses?
- What do you want to accomplish?
- What do you want readers to do?
- Where will the reader be?
- When will you send it and how often?
- What are the measures of success?

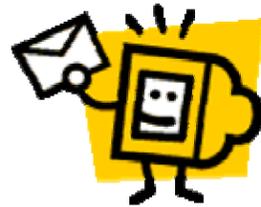
Each question is critical if you don't have good answers for each of those questions, it time to rethink your plans.

Here is a quick checklist for launching a successful e-mail campaign:

Solid planning-have clear and measurable objectives, and plan your campaign.

Excellent content. Standards are higher with e-mail, so make sure you are offering genuine value to the reader.

Appropriate and real "from" field. This is the first thing recipients look for before opening an e-mail.



Strong subject field. The next place the recipient looks before deciding to open an e-mail is the subject field. Make it compelling.

Right frequency and timing. Don't overwhelm your audience.

Appropriate use of graphics. Don't get carried away. Use only if they add value.

Lead with your strength. Don't bury your best content or offer. Make sure it is top of the e-mail.

Shorter is better. Enough said.

Personalize. Use just three or four elements of personalization and your response rates can improve by 60%. Learn more than a first name.

Measure and improve. The ability to measure the basics as open and click through rates is one of the main advantages of e-mail marketing. Also track sales, and other conversions.

Learn what works. Then make adjustments. Think of e-mail marketing as a relationship and build it over time.

Duke Marketing helps land jobs!

Sometimes giving back is helping others in our own industry. "When I graduated from college I didn't have any help finding a job, and I always promised myself if I ever got in a position to help other marketing people, I would," said Linda Duke. "It is such a great feeling and makes such an impact on people! Sometimes a client really needs someone in-house instead of our services, and it is just great to give them a referral of someone that you know and deserves the chance."

Here are just a couple of recent successes!

Meghan Ryan, previously with Viansa Winery and Italian Marketplace, was moving to Sacramento. She worked with Linda Duke on several projects and decided to let her know her plans to move. "Meghan was such a great marketing person, and really built a fantastic loyalty program for Viansa," said Linda Duke. "I just made a call to a client that needed some help with their loyalty program and poof!" We are happy to report that Meghan is now Marketing Manager at Java City in Sacramento and she is busy putting together their Cafe Club, loyalty program! Congrats Meghan!



Melanie Desliens, was a MBA student and met professor, Linda Duke when she taught Advertising Strategy at Golden Gate University in San Francisco. "Melanie was a great student and always kept in touch with me," said Duke. "It is nice to keep track of students and help if I can. Melanie had me review her resume and give feedback, on the same day one of my clients needed some in-house marketing help."

After a call and an interview, Melanie is now Marketing Manager at Party America. Congratulations Melanie!



Celebrity Sightings At Your Own Event

It takes more than just money to secure the right celebrity for your product launch or event. Recruiting a celebrity for an event or campaign is quite an undertaking. Even if you are not a specialist, there are proven strategies that can increase the odds you'll land your fish. First, you have to understand what motivates a celebrity to say yes. Always ask this as if you are the celebrity. Why should I do this? What's in it for me? On top of professional and personal commitments, a star has just so much time to devote to public appearances. Not to mention bona fide celebrities are more than likely inundated with requests. As always, money talks. But, when there is little or no money in the budget, there are many other motivators you can use. "Media exposure is always a prime motivator, mostly for the up-and-coming or the down-and-going. On the other hand, there are celebrities

interested in helping worthy causes, especially if the celebrity has been personally touched, such as Michael J. Fox (Parkinson's research), Denzel Washington (Boys & Girls Clubs of America, which he attended as a child).



You need to find something particular about the event that will interest the celebrity to leave the comforts of home to even travel to do something they basically would rather not do. In many cases, they'd rather contribute money or an item they can autograph that will be auctioned off. Other times, it's a matter of selecting the right celebrity. Do your legwork. Celebrities are more likely to participate in events that are similar to the charitable work they have performed in the past. Finally, provide great swag! Everyone loves freebies, same goes for celebrities. They also need travel, accommodations, and are used to the royal treatment. It is essential to remember the perks!

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What are Newswire Services?

Understanding newswire services and how journalists use them is a valuable asset for effective press releases.

Newswire services such as, PR Newswire, Business Wire and US Newswire, all use the satellite feed of the Associated Press to deliver content directly to a journalist's desktop. 97% of all journalists recently polled said they are indifferent to the newswire services from which they receive press releases, and they do not rely on one news service over the other. "It is really the newsworthiness of the content that gets the journalist's attention," says Linda Duke, Duke Marketing.

Newswires are monitored by reporters looking for breaking news. "Headlines of news releases are very important in order to catch the journalist's attention, says Duke. "I really don't think it's advisable to distribute your press release to multiple newswires. For the most part, you're really doubling your cost without

Business Wire doubling your service, she continued. Timing is also another important element of using newswires. Editors and reporters get a big bump of press releases at 8a.m. Sometimes it is better to send it at 7:50 a.m. or 8:10 a.m. for better reception. News tends to go in cycles, generally you tend to see heavy volume on Mondays and Tuesdays. Although news feeds and news wire services make it easier to distribute the news to journalists, they make it harder for PR officers to monitor them because it is virtually impossible to track the pick up. "We track coverage, says Duke, and that is what clients are paying us for. The use of a newswire service doesn't mean you shouldn't do the normal pitching and targeting, says Duke.

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