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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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New Business wins— FIRKIN GROUP OF PUBS and SKINOVATIVE LASER CENTERS

Duke Marketing® has added a new international client, Firkin® Group of Pubs. The Toronto, Canada based, 40-unit chain of authentic English pubs, has retained Duke Marketing to provide their United States launch with national public and media relations along with promotion and local store marketing consulting.

"The concept of an English style pub is untapped in the U.S. market and has a great mass appeal," says Larry Isaacs, Director of Marketing for the Firkin Group of Pubs.

"We're partnering with Duke Marketing because of their expertise in the restaurant business and knowledge of local markets. "Duke Marketing is the best partner to help make our franchisees and business successful here in the states."

Recently named "Restaurant of the Year" in Canada, by Ontario Restaurant News, The Firkin Group of Pubs is an English pub chain that goes beyond beer and bar food.



It serves great food in a friendly, pub-like atmosphere that draws families, college students, professionals and regulars.

Stanley Adelson and Ian Fisher opened the first pub, The Fox and Firkin, in Toronto in May 1987. "We wanted to open traditional English neighborhood pubs - a place where people could enjoy good drink and food in good company - places that would build a stable of regulars," says Stanley Adelson, President, The Firkin Group of Pubs. "Forty pubs later, we're thrilled at the opportunity to extend our brand internationally."

"The Firkin Pubs are such a great success story in Canada," stated Linda Duke, CEO Duke Marketing. "After touring some 13 of their Toronto locations, we know this concept will be hugely successful in the U.S.," she continued. "We know their award-winning tongue-and-cheek advertising campaigns will be a big hit with new Firkin fans!"



Duke Marketing® has also added one of the hottest multi-unit franchise concepts in the U.S. as a client—Skinovative® Laser Centers, a chain of cosmetic laser treatment centers based in Boise, Idaho. The chain boasts three locations and additional franchised centers coming in 2005, which provide a variety of treatment options, ranging from wrinkle reduction laser skin rejuvenation, to Botox-all in a professional, convenient location. The centers, which are located in upscale shopping malls, offer "results-oriented" and "client-centered" care through a full time Medical Director.



On-Target Complete Solutions®

NEWS

Vol. 4, Issue 18 *A Duke Marketing Publication*

Talk to Your Customers

Direct Mail: Bulky is Better

You heard it first: Flat is out; fat is in! Smart marketers are plumping up their direct mail pieces to make them more creative, more memorable and measurably more effective.

Don't take our word for it, numerous studies have been done over the years and countless successful bulky mail programs all say the same thing—when it comes to getting someone's attention, there are few better ways than sending them a curiously shaped package in the mail. A recent study by the Direct Marketing Association found dimensional mail (a.k.a. lumpy mail) to be the best method of eliciting a response—a 5.49% rate compared to 2.73% for traditional flat mail.

So make your next direct mail program lumpy and you'll get a bump in your response!



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It may sound simple, talk to you customers. Yet, many companies spend more time trying to figure out their new offers or products, their advertising or branding strategies and even their pricing without ever talking to their customers. "Doing customer research doesn't have to be rocket science or expensive," says Linda Duke of Duke Marketing. "Many of the companies we work with would gain such valuable insights to their own business if they spent a little more time finding out what their current customers like and dislike, what their lapsed customers were turned off by, or why potential customers have not tried their products or offerings before."

Today, so many companies utilize database marketing and, many already have thousands of email addresses of their happiest customers. With this technology right at your finger tips, creating a customer survey is easy.

Current Customers:

- Create a short email survey for current customers that asks what they like and dislike about the current products, service, offers, pricing, etc.
- Provide an incentive to those that fill it out.

Lapsed Customers:

- If you can identify those customers that frequent your business on a regular basis great, now what about those that haven't been in for a while? Create another section of questions for those that haven't been a customer in the past month, and ask why? Ask what would bring them back. Ask your employees—lots of times your employees can tell you who hasn't been in for a while and can help to find out the answers to why.

Potential Customers:

- So who hasn't been in to your business? Determine who and invite them for some interaction with the brand and get their feedback.
- Create a VIP list of customers you would like to have. Invite them in with an incentive to get their valuable insight.

Many customers are thrilled to be asked what they think. This is the easy part, but many marketers don't utilize those customer knowledge as much as they could.

Here's how to do it and get it done!

- Select a certain day/time to interview current customers at your business location. Saturday early afternoon is a good time if you only keep them an hour and offer an incentive.
- With a table of 10-15 customers, open up the dialog with questions that let them talk—ask about the products, the service, the atmosphere.
- Work on getting some clear insights on their preferences, their perceptions, and what gives them an emotional connection to your brand.



Gain Valuable Insights

- Set up another time for a second group to come in and participate—your lapsed guests. Find out why they haven't been in, what their perceptions are, and why your brand has NOT made an emotional connection with them.
- Finally, after hosting these groups, be sure to ask your employees the same questions...what do they think customers come in for? Why do others not come back?

What all this instant information will give you if you listen hard, is what you should be offering, serving, and giving to your most important asset—your customers!

From the DUKE

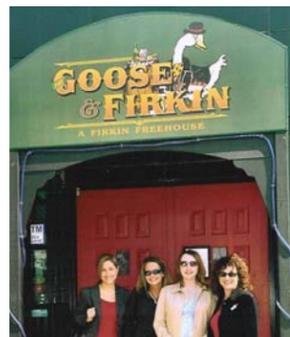
It has been an exciting few months. I was thrilled to have been invited to speak at this year's National Restaurant Association in Chicago and with over 350 people in attendance at my seminar, I realize that now more than ever, restaurant operators are looking for local store marketing strategies to boost their business. Thank you to all who attended and for such a great response.

Other exciting happenings include two of our new clients: Firkin® Group of Pubs and Skinovative® Laser Centers (see back cover). From Toronto to Tucson, we have been working on new store openings and public relations and taking in some of the scenery along the way.

Enjoy your summer!
—L DUKE



Linda Duke was a featured speaker at the National Restaurant Association in Chicago. Below, in Toronto with Firkin Marketing Team.



MULTI UNIT NEWS

Let Your Franchisees Choose!

While Burger King and Domino's are letting contestants of "The Apprentice" come up with new menu offerings, Subway with 20,000 units, is turning to a group who knows a bit more about what its customers want: Their franchisees.

At least half of Subway's national product launches were conceived in local markets, including the chain's Atkins-friendly program, which originated in Phoenix. At Subway's most recent franchisee marketing committee meeting, the group considered 8 to 12 sandwich ideas in regional markets. By tapping the regional tastes and franchisees' entrepreneurial spirits, product ideas can be tripled in just one year, giving the chain more opportunities to find products with traction. Even if the product isn't strong enough for a national launch, it could be a strong local option.

With the number of regional chains outnumbering national chains, it's no wonder the big guys are getting bombarded. Who better than to watch the competition than franchisees? "Where the war is won or lost is in the local markets," says Linda Duke, consultant to many multi-unit operations. "You'll find that most customer decisions are still made within three miles of the store. Local is where it's at."

Creating Brand Passion

Marketers speak of "brand touch points" and customer evangelists and try to measure how much a strong brand preference represents in profits. But what it boils down to, in one word, is "passion"—one of three qualities (vision and fusion are the others) that market leaders demonstrate in abundance, and are sorely needed in the fast-changing 21st century marketplace.

Creating emotional branding is the secret to brand passion. So, what are the value and benefits to organizations that successfully create emotional bonds with its customers? What strategies and tactics are there for building emotional connections between the brand and the customers; and what are the challenges for implementing an emotional branding strategy?

At the macro level, the key benefit of a strong emotional bond with customers is that it helps to create a strong brand, which helps deliver shareholder value. "It's a very profitable way to do business," says Linda Duke of Duke Marketing. According to a McKinsey study on the importance and relationship of strong brands and superior financial returns, among 51 corporate brands, those with distinctive physical AND emotional benefits drive greater shareholder value, especially when the two are linked.

"If you have an emotional brand, you win; if you don't, you lose," says Duke. "Because people make choices emotionally; and if your organization can provide emotional branding, it invigorates the organization, improves creativity and becomes an advocate for the customer."

The biggest challenge to putting in place an emotional branding strategy include the difficulty in identifying meaningful and emotional benefits, delivering on the emotional benefit promise, and getting top management to understand the value of this strategy.



Harley Davidson and Apple are good examples of brands with emotional bonds to customers.

"The emotional benefit can often be the brand differentiator," says Duke. "Never take yourself too seriously, but take the customers VERY seriously. "If you can make emotional connections with your customers at multiple touch points (i.e. the minute they walk in the door, when they enter the brand), you can start looking at your customers as brand advocates, your loyal, emotionally connected customers will create word-of-mouth and drive sustainable growth."

Want more emotional branding information? Email: duke@dukemarketing.com

Seen and Heard!

Some witty and wise advertising tactics:



Seen: Attention getting headline in a half-page newspaper ad for a local linen store: "You never call. You never write. Is it too much to ask you to come to our White Sale?"

Heard: A TV Pitchman's closing line in a commercial for a new car dealership, located in the suburbs of a major city: "We're just 16 minutes south of higher prices."

Seen: A direct-marketer runs his newspaper ads on bad weather days (after checking the long-range forecast a week before), and claims a 20 percent bump in inquiries when prospects are inclined to stay home.

Heard: At a fine dining restaurant, a guest comes in and the hostess says "Atkins or Non Atkins this evening?"



Funny: All publicity is good, except an obituary notice—Lily Tomlin

In Hollywood, an equitable divorce settlement means each party getting 50% of the publicity—Lauren Bacall

Test your AQ (Advertising Quotient): Name the product:

- 1) "For the times in your life"
- 2) "Tastes so good cats ask for it by name"
- 3) "Good to the last drop"
- 4) "Quite possibly the world's perfect food."

Answers: 1. Kodak, 2. Meow Mix, 3. Maxwell House, 4. Chiquita bananas!

Press Kits with a Purpose

The press kit is a time-tested media outreach vehicle that many PR pros turn to consistently. So how can you make yours stand out?

Look on any reporter's desk or floor, shelves, and trash bins, and you'll likely find more than one press kit. These staples from the PR world have evolved from a single sheet releases placed neatly into folders to major Fed-X deliveries with gifts, samples, and swag dressed up in sometimes clever, or corny, packages.

"It's all about getting attention now," says Linda Duke. "once you have their attention, hopefully the product speaks for itself." But with so many deliveries hitting the newsrooms everyday and journalists under ever-increasing time constraints, experts say the most important consideration

when creating a press kit is to keep its purpose in mind—giving journalists and reporters the information they need to decide if there is a story to be pursued.

Here are a few do's and don'ts:

- Do-**Present something that people perceive to have value
- Do-**Design the kit to reflect the company—not just cute and gimmicky, but should reflect what the brand stands for.
- Do-**Include high resolution photos. Editors never seem to have enough photos.
- Do-**Create the kit to be emailed as a PDF and offer high resolution photos as well.
- Do-**Make the news the centerpiece!
- Don't** send junk (no coffee cups)
- Do-**Make the facts easy to find.
- Don't** mass mail your press kit.
- Do-**If you have the ability to provide a sample of the product the news is about, then include it! If not provide a date and time to provide it.



explore The variety!

Pitching Community Newspapers

Though readership of daily newspapers is declining, community outlets are thriving—and providing a great variety of opportunities for regional marketing.

Community newspapers are thriving not just in rural areas, but also in major metropolitan regions. Many cities such as New York are surrounded by bedroom communities, and the people there read *The New York Times*, but they also read their local community papers.

These local weeklies cover stories nobody else touches, and they are the only source of local information for a lot of communities. However, they require a special touch.

While community papers remain a valuable media target, they can be surprisingly difficult to pitch. Part of the reason is small staff.



Most community papers operate with less staff and larger workloads than daily papers. Understanding this heavy workload, it is important to provide as much information as possible such as art, photos, quotes, and if needed, an already by-lined story.

Community papers want news strictly from within their town. So the pitch must have a local angle. If you think about your community PR efforts by targeting specific zip codes, you can pitch the local papers with your local stories that tie in to the community.

Establishing relationships with the local editors is often overlooked and is invaluable. Calling editors to find out what they want and what they are looking for will make them feel part of the process and eventually they will call you as a local source.