



4040 Civic Center Drive, Suite 200  
 San Rafael, Ca 94903  
 Phone: 415-492-4534  
 Fax: 415-892-8618  
 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.

[WWW.DUKEMARKETING.COM](http://WWW.DUKEMARKETING.COM)

## Rockin' New Business at Duke Marketing

Duke Marketing®, announced it has won new business from Rockin' Baja Lobster, the more than twenty year old restaurant concept with five locations and many more on the way that specializes in Baja-style food and their signature Baja Buckets® hired Duke Marketing to provide new restaurant openings, marketing consulting and public relations.

"Rockin' Baja Lobster is certainly rockin' with many new locations getting ready to open," says Linda Duke. "The concept is so cool, relaxed and inviting. Guest's rave about the food and Baja-like surroundings. The new locations will surely have a host of more raving fans," says Duke. "We have many new locations openings up this year," said Houston Striggow, Vice President of Operations for Rockin' Baja Lobster. "Duke Marketing is going to work with our new stores and franchisees to ensure success from day one."



In 1983, Rockin' Baja Lobster founder, Rick DiRienzo, affectionately known as "Baja Rick" introduced Puerto Nuevo-style lobster dinners in his original location in Bonita, California. Rick developed and trademarked the signature item, the Baja Bucket®. He experimented with taste-tempting ingredients such as grilled marinated carne asada (steak) to chicken and crispy tacos. The Original Baja Bucket® comes overflowing to the table with Baja-style lobster tails and shrimp along with grilled carne asada and chicken.

A recent opening in Humble, Texas drew over 250 people for the grand opening VIP party. "The event was a huge success," says Duke. "Other openings will rock their communities as well!"



Baja Rick and Linda Duke

## Restaurant Grand Openings—Gets Food in People's Mouths!



Rockin' Baja Lobster hosted more than 250 neighbors at their new Humble, Texas restaurant—what a buzz they created!

What better way to introduce a new restaurant to the surrounding community than to host the neighbors to free food and drink! "Guests love to be the first to try a new place and if you provide them with your signature items and ask them to tell their friends and spread the word, it is less expensive than advertising," says Linda Duke. "Food cost is usually less than 30% or 30 cents to a dollar, so by feeding your new neighbors you are actually doing the most cost effective form of advertising—word of mouth."



On-Target Complete Solutions®

# NEWS

Vol. 5, Issue 22 A Duke Marketing Publication

## Marketing in the hood

As traditional media advertising wanes because of factors ranging from TV-audience fragmentation to newspaper readership woes, one growing, alternative approach is taking consumer marketing back to its roots: Reaching out to customers at the business site and throughout the surrounding neighborhood. In turn, the approach enables brands to be much more cost-effective and target their most important guests—those that live in the trading area.

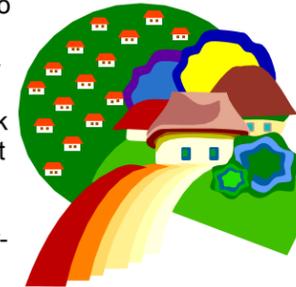
Although the concept is not new, the roster of devotees is growing and includes many big name companies. Many of the traditional mass-media advertisers are finding new ways to spend the same amount of money in and around their locations striving to be neighborly.

### Duke Marketing partners with Landor to Re-Brand Non Profit

Almost a year ago, Duke Marketing contacted Landor, the world-renowned branding firm, asking them about doing a special pro-bono project for the Marin Breast Cancer Watch, to rename and design a new logo. "The organization, the leader in conducting breast cancer research that has made a national impact, was planning its 10 year anniversary. It was time for a new branding effort" says Linda Duke, board member. "They were ready to take their organization to the next level. In order to represent their goals and focus, we worked with Landor's team of naming specialists and designers to come up with Zero Breast Cancer," says Duke. "Our new name, Zero Breast Cancer, describes our dream of a world without breast cancer and recognizes we cannot live our dreams without naming them," says Janice Barlow, executive director, Zero Breast Cancer.

"The only place marketers are going to make a real impact is to invest their marketing dollars inside the four walls and in their neighborhoods," says Linda Duke. "If you take the same amount of money you were planning on spending on national advertising and put it in the neighborhoods of your locations, sales rise, expenses are managed, profits grow and business flourishes. The way consumers encounter brands is personal, in their immediate market area. By focusing marketing efforts locally, marketers garner the attention of the best target customers, build loyalty, word of mouth and customer involvement in the brand."

If you are truly marketing in the neighborhood, where people raise kids, do grocery shopping, and notice your efforts in their community—they will give you their business and tell their neighbors and friends.



### WHAT BOOMERS WANT

It's time to start catering to the baby boomers. Boomers are still the majority of the workforce and comprise more than one-quarter of the population (27 percent). As of 2006, boomers range in age from 42 to 60, and number 76 million.



With more money, free time and a penchant for entertaining, boomers that are now empty nesters — account for one-third of all American households.

Boomers should not be confused with value-driven mature seniors over age 65; boomers enjoy great service and will pay a premium for the brands that will do so!

In the short term, 96 million Americans will be age 50+ in the next five years, according to U.S. Census Bureau, and when the last boomer turns 65 in 2030, this demographic will control 40 percent of the nation's disposable income. With the average lifespan at 82 years, this group still has 20 to 30 years to spend. Make sure they're well served.

Duke Marketing®  
 4040 Civic Center Drive, Ste. 200  
 San Rafael, CA 94903  
 415-492-4534  
[www.dukemarketing.com](http://www.dukemarketing.com)  
 © 2006 Duke Marketing.  
 All Rights Reserved. All trademarks are the property of their respective owners.



The 10 year celebration was held in conjunction with the organization's "Honor Thy Healer" event which recognizes those that provide care to others with breast cancer. It was the perfect venue for unveiling the new name. "The reception from over 350 people in attendance, was tremendous," says Duke. "We couldn't be more proud than to see the new name make such an impact already."

## From the DUKE

Howdie y'all! Recent travels took us to New York, Houston and Dallas for speaking engagements, store openings and a little time for fun.

New York is such an amazing city. I was speaking at Media Relations 2006, the nation's largest event for PR professionals and the media, with my friend, Kevin Donnellan of Cold Stone Creamery.

Our seminar drew a huge crowd, especially when Kevin handed out Free Cold Stone coupons! We were fortunate enough to get tickets to see the Broadway show Spamalot. It was the most hilarious and best show I have seen on Broadway. The pastrami sandwiches at Carnegie Deli and Roxie's and dinner at Carmine's topped it off!

Houston was a fun city to visit too. I picked up a cute cowgirl shirt with fringe for the restaurant opening we hosted, and loved listening to the great music there.

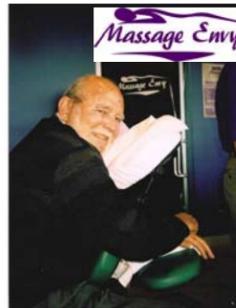
Then it was off to Dallas. On the next page you will get a bit more insight about the excellent service we received at the Gaylord Texan.

Great travels for our great clients! LDUKE

## MORE NEW STORE OPENINGS!

WineStyles in Willow Glen, CA hosted over 500 residents at their grand opening celebration March 11<sup>th</sup>, with local winery Clos LaChance wine tastings all day. Willow Glen resident and owner of Clos LaChance, Cheryl Murphy Durzy said, "This is by far the busiest tasting I have ever done!" "We are so thrilled with the turn out from our Willow Glen community," said Tom Martell, area developer and owner of WineStyles Willow Glen.

WineStyles plans to grow their system through Area Developers, like Tom and Claire Martell in San Jose. With their goal to expand throughout the Greater Silicon Valley and Central California the Martell's expect to sell an additional 50 wine stores within their area boundaries.

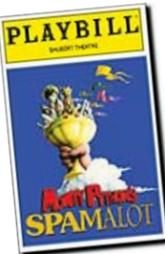


Massage Envy opened in San Mateo, CA the end of March with a great reception, ribbon cutting and even the Mayor tried out a chair massage!



### ROCKIN' BAJA LOBSTER

The newest restaurant for Rockin' Baja Lobster opened in Humble, Texas in late April. More than 250 guests enjoyed the famous Baja Buckets, sipped on margaritas and vowed to tell their friends!



## WINNING THE HEARTS AND MINDS OF YOUR CUSTOMERS WITH EVENTS

Events are a good way to communicate messages. Events bring you face-to-face with your customers and can often serve as a way of engaging prospects. Most often the people that attend events are there by choice. That's a buying signal and an interested customer.



Events can be viewed as "Edu-Marketing", rather than just posting the brand. Good events will give target audiences a reason to embrace the brand.

"Events should speak to the five senses in the development and delivery of an event (see, hear, taste, touch, and heart)," says Linda Duke of Duke Marketing. "Show your customers new products and educational videos. Feed them great food, shake each person's hand

**Winning minds is good.**

**Winning hearts and minds is better.**

and touch each person's heart," says Duke. "Events are emotional experiences. Featuring the elements that address each sense, guests will walk away not only having attended the event, but having been engaged in the process," she continued. "Winning minds is good. Winning hearts and minds is better."

## Great Hotels with Great Service Make Great Events!



The Gaylord Texan-Dallas, TX

Duke Marketing recently provided franchisee break out sessions for Boston's The Gourmet Pizza, the casual dining chain with U.S. operations in Dallas Texas. The event drew 80% of the system's franchisees and spouses (the others were opening new restaurants) at the Gaylord Texan, a 1.2 million square foot facility on 150 acres near the Dallas Ft. Worth airport.

"This is the most amazing place" said Michael Fagen, COO Duke Marketing. "Not only did they give 4-star service, but it was like being on a different planet with shops, restaurants and a huge glass dome over the entire place."

Boston's event was two and a half days, not too long and not too short, leaving plenty of time for the attendees to experience other activities with a golf tournament on the final day. The Gaylord Texan has so many different restaurants and venues, it's hard to tell that you were in the same hotel as the break out sessions in the convention center.



Michael Fagen and the star of Texas at the Gaylord

"Business is about great experience, top notch service and excellent products," says Fagen. "From the time we checked in until we left, every hotel employee we had contact with from the parking valet, reception desk, bell and restaurant people showed genuine interest in our having a great stay."

"Everyone had a smile and a greeting and the kitchens made fantastic meals. It was obvious the employees enjoyed their work, each other and believed the customer was number one."

"Upon returning from a hike around the huge property, we approached the main building and lobby area," Fagen continued. "To the right was a small entrance simply entitled "Stars' Entrance." Naturally, we thought it was for guests. When we entered, it turned out to be the employee entrance. After researching the hotel's operation and management, we found out their GM knows every employee by name, all 2000, and had a contest with the main security guard as to who would get the most hugs last month. The guard has an advantage as everyone passes his desk, but the GM usually wins he told us. The Gaylord Texan has won Best Place to Work in Dallas for many years, and it shows."

"The bottom line? Great employers make great employees. Take an interest in your people, care about them, communicate the standards and expectations and enable them to make it happen," says Fagen. "The best way to achieve this is spend one day in office, four days in field with customers and employees and listen, genuinely listen. Some of the best ideas will come from the people in the field and your customers."

## Multi Unit News



The California Restaurant Association has asked Linda Duke of Duke Marketing to speak at their upcoming annual tradeshow and conference, The Western Foodservice & Hospitality Expo, August 26<sup>th</sup>-28<sup>th</sup> at the Los Angeles Convention Center, CA.

Ms. Duke will be presenting, "Marketing, Public Relations, Promotions and Cause Marketing: Powerful Low Cost Ways to Increase Your Restaurant Sales" at the Expo at 9:00 a.m. August 26<sup>th</sup>, 2006.

The Western Foodservice & Hospitality Expo is the most comprehensive marketplace for professionals serving the foodservice and hospitality industries on the West Coast. More than 15,000 foodservice buyers from every segment of the industry are expected to attend the show to grab a piece of the \$51 billion West Coast foodservice market. With over 600 companies exhibiting the latest products, this event covers the entire spectrum of the foodservice industry. Restaurant owners and foodservice operators attend to gain the freshest, most meaningful menu of business boosting opportunities for the West Coast foodservice and hospitality markets.

Ms. Duke will also be hosting a special dinner for invited guests that same evening. If you plan to attend the conference and would like to attend the dinner, please contact Duke Marketing at 415-492-4534 or email: duke@dukemarketing.com we would love to see you!

