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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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Extreme New Business at Duke Marketing

Extreme Pita, the Canadian based multi-unit quick casual pita concept has announced the appointment of Duke Marketing to provide local store marketing and grand opening consulting to its U.S. area developers and franchisees.

"We needed a marketing firm that had experience working with and growing multi-unit franchise organizations on a national level and Duke Marketing was referred to us by the Franchise Association of America, so we knew they were great," said Alex Rechichi, Chief Executive Officer, Extreme Pita Franchise Systems, Inc.

The Extreme Pita chain has numerous restaurants opening in the United States over next several years. With its beginnings in Ontario, Canada in 1997, the chain has grown to more than 150 locations throughout Canada. In 2005, the concept was introduced to the United States and currently thirteen locations are open and the Company expects to have

180 open by 2008. Extreme Pita is nicely positioned in a niche between fast food and healthy eating restaurants. Similar to quick service operations, Extreme Pita offers its customers the

convenience of providing fast healthy food while avoiding the expense and delay associated with waiter/waitress service.

"Extreme Pita is a fantastic concept," stated Linda Duke, CEO and Principal of Duke Marketing. "They have a rock-solid business model, an emphasis on fast, fresh and healthy food and a unique selling proposition," she stated. "People are tired of the same old thing. They are looking for something new and healthy that they can feel good about eating. Extreme Pita's is the answer. We are excited to grow with them and their franchisees and introduce consumers in their new markets to their extremely delicious food," she continued.

Duke Marketing will assist new franchised locations with grand opening marketing plans, sales driving initiatives and local store marketing tactics.



On-Target Complete Solutions®

NEWS

Vol. 5, Issue 23 *A Duke Marketing Publication*

A VISION OF UNIQUENESS

Are you TV READY?

Ready for your close-up?

It might look easy until the TV camera starts rolling! Duke Marketing works with lots of clients and TV crews to ensure that everything is near perfect for TV shoots.

"Just because you land some free air-time doesn't mean it is free from work!" Whether it's on location or in the TV studio there is a high level of preparation and detail that must be handled. Making things look great on camera (including our clients) and having the right words come out of their mouths is the main objective. We make it easy so everyone relaxes!



Chef Dave of Black Angus Steakhouse and Linda Duke with Good Day Sacramento TV anchor and cameraman.



John Berwald, founder Armadillo Willy's in TV studio with LDuke.

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In a world of increasing sameness, we are drawn to places that are unique, where there's that special energy, that sense of being alive, of creativity. There are many special places still out there; you can usually find one or two in any city or town. So, what makes those places so distinctive and more importantly, what drives people who run them to work so diligently to make them special?

Long term dedication to creativity in your products and a commitment to community and to creating a positive work experience for the people in your organization—this is what to emulate.

So what pushes these companies to pass up more typical growth models in order to do something different? What drives them to always strive for improvement no matter what has already been achieved? The following are the answers from conversations with those people who have dedicated their careers to creating something special.

1) A Vision of Uniqueness

Every business that builds something special starts with a vision for the future, often one that runs counter to what popular wisdom dictates. Rather than just respond to problems and opportunities, they dream of something inspiring, a way to configure things that's unlike what everyone else is doing. That uniqueness energizes everyone in the business to go after greatness. It draws customers who seek out ways to make their lives a bit more interesting and substantive.

2) A Willingness to Buck the Trends

People who do something special rarely start their project with a rousing round of support. To the contrary, they almost always catch flak. The more uncommon the vision, the more one hears criticism—"that'll never work". It is only later that the public tells you how smart you were.

3) Awareness

To create something great, you need to have a sense of what "great" is. For example, if you've never tasted incredible cheese, then you have no concept of anything beyond so-so. One of the best things you can do is bring your staff

WHAT MAKES A COMPANY SPECIAL?

- 1) A vision of uniqueness
- 2) A willingness to buck the trends
- 3) Awareness
- 4) A belief in a better tomorrow
- 5) The importance of giving
- 6) A willingness to go the extra mile
- 7) The relationships
- 8) Fun
- 9) Appreciation
- 10) Sticking with things for a long time

into contact with others who do great work, to let them visit outstanding restaurants or dine in exceptional restaurants. Those experiences will help them notice the difference in the details. That means catching things that are barely perceptible to most people, but can ultimately make the difference.

4) A Belief in a Better Tomorrow

Most unique businesses started with a clear sense that things could be better in the future. Most importantly, they knew how to personally make a more desirable future reality. And whether that future is for the community at large, a single customer or staff member, or a supplier we help to succeed, it makes it worth doing those extra things, staying just a little longer or trying a bit harder to make something special happen.

5) The Importance of Giving

People who create special businesses place tremendous value on the opportunity to contribute to the lives of others. "When we serve others, we gain more hope. We gain energy." The most meaningful feedback one receives is the kind that tells us we made a positive difference in someone's life.

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From the DUKE

Thought I would share a quick story—one fun weekend:

We have a great friend who is one of the top winemakers at Rubicon Estate (previously Coppola Vineyards, owned by Francis Ford Coppola, the famous movie director—see him in pink to the right!), and invited us for a private tasting, tour and stay at the private estate. We toured the beautiful acres of wine country, the Coppola family lake and waterfall and even saw some of the vehicles used in the movie *Apocalypse Now*.

Lots of excitement this summer with client events, promotions and store openings. More photos and announcements to come!

Hope to see many of you at the LA Convention Center Aug. 26th for the Western Foodservice show—My best-LDUKE



Vision of Uniqueness —Cont'd

6) A Willingness to go the Extra Mile
Real difference-making organizations regularly do things that everyone else knows they should do but don't because it's too much work. The willingness to do those little things is what makes an inspiring vision and translates it into something special.

7) The Relationships

The people who are creating special businesses are greatly motivated by the associations they are building. They are contributing to the lives of people, establishing win-win interactions with staff, suppliers and even competitors. These relationships pay rewarding dividends and provide support, insight and emotional sustenance.

8) FUN

Building a special business is more work in the day to day. But it is a lot more fun than toiling within standard middle-of-the-road models. The old image of work as a burden doesn't fit with these folks. They have fun at work and in other parts of their lives. There's a whole lot more laughter and joy, which keeps people inspired to make great things happen.

9) Appreciation

Special businesses and organizations have a high sense of appreciation for their achievements—which balances out the stress of the knowledge that things can always be better. Those who work this way welcome the "ride", knowing that it's much more about enjoying the journey than about a conclusive arrival at a "final" destination. They see positive signs in even the most difficult situations.

10) Sticking with Things for a Long Time

The often-frustrating reality of business is that we are rarely on a linear path. Rather, it's a crooked, winding, two-steps-forward-and-1.5-steps-back experience. Professionalism means sticking with things long after the initial glamour wears off.

After 18 years, success as we define it here at Duke Marketing means that we serve our clients and partners with unique and special solutions to make them distinctive. We love what we do and value the opportunity to do it each and everyday.

Travel Channel tunes into Rubio's Famous Fish Tacos!



Below L to R:
Rubio's GM Javier, Mark DeCarlo, Taste of America, and Linda Duke

Duke Marketing managed the recent PR opportunity with Rubio's Fresh Mexican Grill® and the Travel Channel's show "Taste of America". Comedian-spokesperson, Mark DeCarlo was on hand to try the famous fish tacos and enjoyed doing shots of each of the four salsas at the salsa bar with restaurant GM. The segment will air in January, and hopefully they won't cut the part where Mark's eyes tear up from the REAL HOT sauce!



Painters for hire! Will work for Fajitas!

The Duke Marketing team had a recent community relations project for client Chevys Fresh Mex®. The old Chevys bus was in badly need of a make-over, so the Duke Marketing gang went to work painting and sprucing up the funky bus! The bus will be on location for a new store opening with a Tortilla Toss for Charity to raise funds for the Boys & Girls Club. The kids will get to toss the tortillas into the bus windows for different prizes and guests will pay to throw and donate for a great cause! Photos in the next newsletter!

Developing Successful Promotions!

Developing and organizing promotions is all about creativity and lots of details. Many organizations use promotions to get a quick boost in sales, but there is much more to get out of a successful promotion than just sales.

Promotions can help your organization **achieve a long-term vision**, they can build overall energy with staff, customers and the community. "Any company that interacts with the public is in the entertainment business," says Linda Duke of Duke Marketing. "When you create good energy people want to shop, spend time and money and they make the staff more upbeat; customers have fun and sales increase!"

Promotions also **help build momentum**. You can sell anything once, but can you continue over a period of time, continuing to create awareness with your customers?

What types of promotions work? Big promotions, little promotions, week long, or one day? The best rule of thumb is **keep it simple**, and maintain a balance of piquing interest and overdoing it.

We need sales Promotion:

These promotions are to infuse energy with your staff and customers to move the sales needle. Something special for a slow summer afternoon or a rainy day. Offer a heat buster sale or a "if it rains promotion" to get the energy up. Some promotions can be on-going for specific days and times when sales are typically slower.

Togo's in some locations have a poster of nightly promotions which include kid's eat free Monday, Tuesdays for Two, Cash for your Cause (fundraisers held on Wednesdays) and so on.

Weekend specials, one-week or month-long promotions:

These are typically limited time offers. It could be a store's anniversary and celebrated with anniversary specials for the week or month.

Give-aways:

When you introduce a new product, give it away for the first day or week. Get people to try it and talk about it.

Tie-ins with other organizations:

It is good to connect with organizations that sell compatible, not competing products or services. It gives your promotion more to talk about with the press, customers and you can share expenses with the other organization.

Non-profit/ Charity Promotions:

Choosing local charities to work with and create a fundraiser event is a great way to get exposure and give back to the community.

Holiday & Cultural Events:

If you're a French Bistro, have a Bastille Day party, Cinco de Mayo is always a great day for a promotion, the holiday season November and December are highly competitive, but if there's a holiday that ties into your business, promote it!

Trouble Turned Positive Promotion:

Do your customers complain about parking? Do they often get parking tickets when visiting your business? Is your area under construction? Create a promotion to get a smile. Offer a free drink for parking



tickets, create a construction discount to get guests to come in and hand out hard hats! Turn it into an opportunity to make guests happy!

Once you create the concept of your promotions for the year, then map them out. Create a calendar from there you can determine your next steps, the details, the coordination for each of the events and pull off a successful promotion!

LOCAL STORE MARKETING COMMUNITY RELATIONS PUBLIC RELATIONS SECRETS UNVEILED!



Linda Duke, a restaurant industry expert, will be presenting, "Marketing, Public Relations, Promotions and Cause Marketing: Powerful Low Cost Ways to Increase Your Restaurant Sales" at the Western Foodservice & Hospitality Expo at: **9:00 a.m. August 26th, 2006.**

What you'll take away:

- How to find promotional partners and create programs together for mutual benefit.
- How community relations and cause marketing work, the do's and don'ts and tactics to make it work for your own restaurant.
- Marketing tactics and promotions to generate publicity and attract new customers.

Join us for this insightful seminar!



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