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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 at Duke Marketing—Forklift Brands & Pei Wei Asian Diner



Duke Marketing has won new business from Forklift Brands; the San Francisco based multi-unit restaurant organization with Go Roma Italian Kitchen and Boudin Bakery. The company has retained Duke Marketing to provide local store marketing and grand opening promotions for their Go Roma and Boudin SF locations.

"Duke Marketing has a successful track record of working with multi-unit restaurants and developing branded local store marketing programs and grand openings," said Gayle DeBrosse, Executive Vice President, Forklift Brands. "We are excited to see what they can do with our restaurants."

Forklift Brands operates seven Go Roma locations in Illinois and Indiana with more opening soon. The company also operates Boudin Bakery, the 150 year old San Francisco brand with four bakery locations, and 14 bakery-cafes located in California, and growing.

"We are so excited about working with Forklift Brands,"

stated Linda Duke, CEO and Principal of Duke Marketing. "Their brands, people and food are fantastic, and we plan to provide some great programs to increase sales and create awareness."

Duke Marketing has also picked up marketing and public relations duties for Pei Wei (pronounced pay way), Asian Diner, a popular quick-casual Asian restaurant, by P.F. Chang's China Bistro with over 100 locations in 18 states.

Duke Marketing will develop branded grand opening and local restaurant marketing strategies along with increasing the awareness of the brand through public relations strategies.



Pei Wei serves high quality Asian specialties made-to-order and served hot from 600 degree woks to the table.

"Linda Duke and her team have an amazing amount of creative ideas and energy that we are tapping into and know we will see great results," says Erin Calkins, director of field marketing for Pei Wei.

"We are excited to have the opportunity to work with such a popular brand like Pei Wei," said Linda Duke. "We are ready to Wok!"



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NEWS

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PACKAGING YOUR BRAND

STREET MARKETING

How do you stage an effective street team program? There are so many marketers hawking their wares on the streets in busy downtown cities that you need to make your street teamers stand out. In every major city, they're out there, leaning toward you and beckoning you to take their glossy printed offerings and samples.



Train your team to engage consumers without annoying them. Put them in uniform or costume. Five them something to do besides hand out samples. If you can create a stage or small mobile kiosk, it also keeps them positioned where you want.

Actors make effective street teamers because they can improvise, follow a script and are aware that they are always "on stage", representing the brand at all times. Every sidewalk is a stage. Make sure your performers are well prepared to break through the clutter!

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With companies becoming more aware that packaging is a promotional and merchandising tactic with significant influence on sales, marketers are placing more emphasis on creating innovative, eye catching packaging. The investment in package innovation is significant, both in time and money.

Where to start with your own brand? Consumers will be placing increasing demands for information on your packaging. And while this isn't a license to clutter your package with more copy (we're always promoting restraint), it is a call to examine your information architecture and find new ways your packaging might convey the requisite information—quickly, of course.

Think of ways your packaging can create delight, show consumers new ways of doing things or empower them to do things they never could do well before.

For packaging, the challenge is to convey simplicity, multi-function and sophistication with few words, while still harnessing an intuitive ease of use.

Information on-demand

"Information" will be a big part of packing strategy. Why? Because the Internet has spoiled your customer. Used to finding information at a glance, or at the very least a few keystrokes away, consumers are increasingly comparing their hyper-connected online experience to their experience with the product. Woe to the package that makes them work too hard or, worse, leaves questions unanswered.

McDonald's Japan is responding. The company has "QR" codes printed on its wrappers, so consumers can scan them with their phones to instantly connect to an Internet site with all the relevant nutrition and allergy information.

Alpha (fe)males

Women are going to be big news this year. Within a decade, the companies that "do the best job of marketing to women will dominate every significant product and service category," says Linda Duke. "Liberated or not, women still make the majority of the purchase decisions, especially for a household." By 2010, women are expected to control 60% of U.S. private wealth. Whether or not women are the intended users, they are the prime audience packages must attract. But just because females are the purchasers doesn't mean the packaging has to be



"feminine."

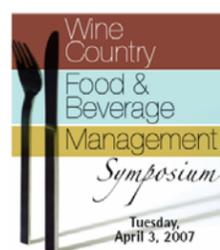
Women look to packaging for a distinct point of difference to help them make their purchasing decisions. Today's woman, whether she's a stay-at-home mom or a corporate climber, is always on the go, and ease-of-use package designs symbolize to her that this product will make her life easier.

Ethical consumerism

Another trend that is expected to skyrocket in 2007 has been years in the making. Ethical consumerism has become the phrase to describe Americans' penchant for shopping with a conscience. And it's no longer just about environmentally friendly materials but, now, the consequences of manufacturing and consumption as well.

Brands have responded by significantly stepping up the number of products taking an ethical stance, such as organic, hormone-free, eco-friendly, locally-grown, cruelty-free and other "ethical" claims

From the DUKE



I have been busy speaking

at several conferences this year, including the Wine Country Food & Beverage Symposium in beautiful Napa, CA recently. The audience was made up of several catering and winery companies, chefs and entrepreneurs planning to open their own restaurants or wineries.

After consulting and teaching marketing for 18 years, it still amazes me how passionate I am about sharing my experiences, tips and ideas.

Those of you that will be making the trip to the National Restaurant Association annual convention in Chicago, IL, May 19-21st, please come see me speak on Sat. May 19th at 10am. I would love to share my passion with you too!

This is the time of year when marketing really kicks into overdrive. When the weather gets nice its time to hold fundraisers, festivals, events, and outdoor promotions. Duke Marketing is gearing up for lots of client activities.

We continue to receive such positive feedback from this newsletter. We are excited to share our news and information with you and thank you for all the great response!

My best-LDUKE

LINDA DUKE INVITED TO SPEAK AT LARGEST FOOD & BEVERAGE SHOW AND CONFERENCE IN CENTRAL AMERICA

11th Annual Food & Beverage Show held July 2-4th, 2007 in Guatemala

Linda Duke, principal and CEO of Duke Marketing®, has been invited to speak at Feria Alimentaria, the largest food and beverage show and conference in Central America held, July 2nd- July 4th, 2007, at the Gran Tikal Futura Hotel and Convención Centre in Guatemala.



The Feria Alimentaria, Food and Beverage show and conference in Central America this year, will reach its 11th edition and is the mainframe of numerous events, including the Restaurant Congress, Culinary exhibitions, Barista Competition, Gastronomic Festival, and several additional competitions and exhibits. Attendees include Restaurant and Hotel managers, owners and key personnel, with over 4000 visitors and 150 exhibitors expected over the three day show.

"We were impressed by Ms. Duke's presentation at the Miami International Food & Beverage show, and are thrilled about her participation for this conference," said Peter Meng, President, Feria Alimentaria Committee. "Local Store Marketing and PR opportunities are great to develop new plans for our restaurant operators. The subject is important and relevant for our attending organizations."

"I am honored to be asked to speak at the Feria Alimentaria annual conference in July," stated Linda Duke, CEO and Principal of Duke Marketing. "Visiting Central America and providing valuable insights to restaurant operators is a fantastic opportunity for me and the attendees of the conference."

More information: <http://www.feriaalimentaria.com/>

Trends: FOLLOW OR LEAD?



The national news reports several consumer retail and restaurant industry trends that are occurring and continue to draw attention for 2007. Some of those include:

Customizable-Guests want it their own way and want more control • Creating an experience-extension of home • Bold-unique flavors • Healthy • Local / Organic • Gift Cards Quality-guests expect higher quality products • Diversity in guests-market segmentation • Technology: self service, online ordering, e-marketing.

Some other trends include: Social responsibility-momentum for conservation • Strong competitive intensity • Food bans -Government impacts • Increase in personal disposable income • Time starved consumers-want quick service without compromising quality • consumers want Convenience.

So how can you connect your brand to these trends? Should you follow the trends, or create your own to lead instead of follow?

This is really a question of what does your brand stand for," says Linda Duke. "If you are providing healthy products or services already, then it would make sense to communicate those to your target audience to increase awareness of your offerings. If your changing your business practices to introduce some conservation initiatives, that is right on trend for today's consumers. If you are trying to follow trends that don't make sense for your brand, such as offering smaller portions to follow the health trend when your brand is known for huge portions, you may create confusion and hurt your brand and sales," says Duke.

"Being true to what your brand stands for is important when evaluating trends that you brand can connect with. Find one or two trends that match your brand and focus on those."

Creating your own trend and leading is one of the ways a brand can really cut through the clutter. Accepting Peso's for Pizza at Pizza Patrón, who's brand focuses on servicing the Hispanic community, is a great example. International House of Pancakes Free Pancakes promotion on the day before lent created their own national holiday that they own each and every year!

Powerful Pesos

What's better than putting a press release out and getting some media attention? How about major media attention across the U.S. and internationally!

When Pizza Patrón, the premier Latino pizza brand, asked Duke Marketing how to get news to generate more franchise leads, little did they know they would get way more than franchise leads! What started out as a business decision to accept Pesos for Pizza, turned into one of the hottest news stories so far in 2007, (next to trans fat of course).

International news coverage included the CBC in Canada, the BBC in London, the *New York Times*, CNN Prime News, Fox & Friends, MSNBC, CNBC, ABC,

LAST NIGHT'S HIGHLIGHTS



CBS, NBC, Telemundo, Comedy Central and Univision as well as thousands of websites and newspapers across the country. The promotion's broad exposure fueled passionate public reaction which included many hate-filled emails and phone calls, and even some death threats.

"The promotion was a way to offer their Hispanic customers the added convenience of being able to use unwanted Pesos left over from the holidays, and it quickly evolved into a national debate on illegal immigration," said Linda Duke. "It couldn't have been better timing for Pizza Patrón, with the national attention being paid to immigration law. During the first two months of the program they saw same-store sales increase more than 35% over the same period last year citing "Pizza por Pesos™" as one of the major contributing factors. Their core customer was thrilled with the service and the media continues to follow up on the story now that they are continuing the program. And, franchise leads are through the roof!"

Packaging—Gutter Check cont'd from front cover

So how does this impact packaging? To begin, it points to issues of biodegradability, recyclability, reusability and, even the reduction of packaging overall. Brands are now being held more accountable for their environmental and social practices. If you're not tuned in to all these ethical demands, you're simply going to lose out. "Enviro-biographies" are going to be attached to just about everything, letting consumers know the entire life story of a product: where the materials were harvested, where it was constructed, how far it traveled, and where it ended up after being thrown away or recycled," says Duke.



Your products must simply look more compelling than the competition, which helps them break through clutter and connect with consumers on an emotional level. "Try the "gutter test", says Duke. "We've all seen them, cups smashed in the gutter on the side of the road, can you tell what brand it is? Where it came from? It's a great way to see if your brand can really stand out and make an impact visually, in a split second."

Kids!

The phenomenon of over-scheduled kids who require constant shuttling to and from activities might underlie a valid shift toward on-the-go consumption and convenience meals. This is unlikely to reverse itself in the foreseeable future. But, just forcing your product into a cupholder or backpack is not the solution.

Product formulation and structure must work hand-in-hand to create true out-of-home convenience.

More subtle demographic swings that are actuarial in nature. Consider changes in income, regional living, occupations, family composition, etc. For instance, more single-member households are bound to emerge when people are living longer and divorcing more frequently. What opportunities does that present? Just ask those who package tools, frozen meals and cleaning supplies.

Busy Lives

Harried lives drive consumers' expectations that the things they buy improve their busy lives. The majority of consumers are not passionate about "design" per se—and if they are, it is surely a trend rather than a shift. But they are forever thrilled by design that delivers. Products that work better than expected are broaching a new frontier of unabashedly delighting the consumer. Packaging that truly accommodates the way a consumer wants to use it. Recognize the shift in what consumers expect from your product—and push it further.

Safe and secure

We'll also be seeing increased scrutiny towards food safety and security measures in '07. Last year's E. coli outbreak, and all of the media coverage it received, is a big factor. Add to that the ongoing debate about the prospect of agricultural terrorism, the rising number of counterfeited goods and the release of new packaging toxicity studies and you have a recipe for heightened anxiety about food safety and packaging.

Look to other categories: "Influence comes from any number of directions. I don't think there are hard lines between what is relevant to a marketer in one category versus another these days," says Duke. "Consumers tune in to what's relevant, and what's served up in a unique way and tune out the rest. They don't 'consume' marketing by category."

Identify trends vs. fads: Beware a rapid rise in popularity (i.e., low-carb).

Product visibility: Does your packaging system help the brand "break through" even from several feet away?