



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)

## DUKE MARKETING ADDS THREE NEW CALIFORNIA CLIENTS

Duke Marketing® has won new business from California based clients: Pacific Catch restaurants, the San Francisco based fresh fish house recently featured on the iPhone television commercials; Cartridge World, the world's largest print cartridge refill and manufacturing franchisor with 1,500 outlets in 45 countries based in Emeryville; and Jenny Craig Inc, the largest weight management service company in the world with over 648 Company-owned and franchised Centres based in Carlsbad; to its client roster.



Sanchez, Director of Marketing, Cartridge World North America.



Pacific Catch restaurants hired Duke Marketing following the release of the first Apple iPhone television commercials which featured Johnny Depp as Captain Jack Sparrow from the movie Pirates of the Caribbean. The television spot ends with the iPhone user craving calamari and searching for the closest restaurant which happens to be Pacific Catch.

"With the iPhone television commercial and all the buzz we had a boom in our business," says Aaron Novenshen, president, Pacific Catch restaurants. "We needed a PR pro to leverage the connection with Apple and assist us with the next location opening soon."



Duke Marketing is providing new location marketing consulting to Jenny Craig as it expands across the United States. "Jenny Craig is poised for growth due to its very successful advertising campaigns featuring celebrities Kirsty Ally and Valerie Bertinelli," says Duke. "We are excited to work with such a top national brand!"



"We needed a marketing firm that had experience opening new locations and Duke Marketing has tremendous expertise in this area, so we knew they were the perfect fit for us," said Mary Fritz-Wilson, Jenny Craig.



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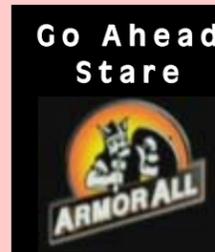
# NEWS

Vol. 6, Issue 26 A Duke Marketing Publication

## GREAT ADVERTISING

Can you tell your brand story in a simple line or two? If so, it makes for the greatest advertising! Here are a couple of ads we saw recently as billboards and we give two thumbs up!

**Coulda Shoulda Woulda...  
Capitol Alarm**



Duke Marketing®  
4040 Civic Center Drive, Ste. 200  
San Rafael, CA 94903  
415-492-4534  
www.dukemarketing.com  
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## THE PRESS RELEASE IS NOT DEAD

Dum-de-dum-dum. Detective Sergeant Joe Friday was onto something when he uttered that now-famous phrase on "Dragnet" in the 1950s. As a cop on the beat in Los Angeles, getting the right information was the only way he could solve a tough case.

The same can be said for today's journalists and what it takes to get a story straight. In a world of fluff and in-your-face promotions, how are reporters and editors supposed to sift through the clutter to reach important news?

Just send them a press release, right? Well, half right. The other half is how you word things. Yes, there is an actual art to writing an effective press release, and according to the media, a good number of the releases they receive don't follow the guidelines in order to justify their attention.

In a recent survey:

- only 8% of the reporters at daily newspapers said they actually open and read most of press releases they receive by e-mail.
- 26% look at less than half of the releases they get.
- 70% of the journalists said they monitor press release wires such as Business Wire and PR Newswire (76% find press release information on the wire useful).
- 62% feel the majority of press releases they receive should have been sent to a different reporter.

What's more, if you bury your news under legal pandering, or long introductions, you might as well save your time and cut your PR budgets. The media

doesn't have the time or the desire to dig through hype to find your message.

But take heart. The press release isn't dead. In fact, it continues to be the most efficient tool for disseminating a company's news and information to media outlets, stockholders, analysts and other important constituencies. Thousands of press releases are distributed daily, each claiming to have important news. So, what does this mean for your organization? For starters, it means getting back to the basics and scrapping the hype.

**Just the facts ma'am...**



Detective Sergeant Joe Friday, Dragnet 1950

To win the respect of the media for your company, stick to actual

news. Contrary to its image, effective public relations is not about spin. It's not about making a big story out of a small issue in order to win attention. PR is about building long-term relations with media contacts, serving as a legitimate resource for relevant topics and providing valid news when it truly exists.

*The press release isn't dead.*

Here are a few tips for how to deliver your message:

**1. Follow AP [Associated Press] style.** If you don't know what this means, get to a book store right away.

**2. Proper nouns have a place.** We know executives are very important and capitalizing everyone's title on every reference before or after a name ensures that no ego goes unnoticed. The problem is that even your middle-school English teacher knows it's wrong. So quit being "cap-happy".

Cont'd on page 3

## From the DUKE

Hope all of you are enjoying the summer. It has been very busy at Duke Marketing and we love it that way!

It was great to see so many of you at the National Restaurant show in Chicago in May. Some of the photos are included.



We are excited to announce some new business at Duke Marketing. We are working with Cartridge World, ranked as one of the top franchise businesses in the country with over 1500 locations, and Jenny Craig—the weight management company with over 600 locations around the world. See the back cover for more details.

Coming up, hope to see you all at the Western Foodservice Show in Los Angeles in August and the Florida Restaurant Show and Fast Casual Executive Summit, both in September. More details below.

Another big announcement here is we have had some FANTASTIC help this summer with two interns, Laura and Nicki. They are both in college studying Marketing and after working with us all summer I think they should receive an honorary degree! See photos.

Thanks for reading and email me if you want to send feedback! duke@dukemarketing.com

### LINDA DUKE TO SPEAK AT WESTERN FOODSERVICE HOSPITALITY EXPO FLORIDA RESTAURANT & LODGING SHOW



**FAST CASUAL SUMMIT**  
August 19th & 20th in Los Angeles,  
September 8th in Orlando,  
September 18th in Dallas



Linda Duke, principal and CEO of Duke Marketing®, has been invited to speak again this year at the Western Foodservice & Hospitality Expo at the Los Angeles Convention Center, August 19th and 20th, 2007.

Duke will present: Publicity and Promotions: Guaranteed Strategies to Build Exposure and Buzz about Your Restaurant, **Sunday August 19th from 3pm-4pm, Room 402** and will moderate an Executives Panel, Winning Marketing Strategies for Chain Operators and Repositioning Brands in Today's Competitive Environment, **Monday August 20th from 11:30am-1pm, Room 402.**

More info: [www.westernfoodexpo.com](http://www.westernfoodexpo.com)

The Florida Restaurant & Lodging Show takes place annually at the Orange County Convention Center in Orlando, Florida from September 7-9, 2007. Every segment of the foodservice industry is expected to attend, from fine dining establishments to franchises. **Saturday, September 8th from 11:30am—12:30pm, Room W202BC**, Ms. Duke will present: Publicity and Promotions: Guaranteed Strategies to Build Exposure and Buzz about your Restaurant.

More info: [www.flrestaurantandlodgingshow.com](http://www.flrestaurantandlodgingshow.com)

Ms. Duke is also a featured speaker at the Fast Casual Executive Summit in Dallas, Texas on **September 18th**. This unique gathering brings together a select group of top executives from leading fast-casual brands for workgroup sessions, an exchange of ideas and innovations of the fast-casual industry—an industry worth \$70 billion with more than 50,000 locations in the U.S.

More info: [www.fastcasualsummit.com](http://www.fastcasualsummit.com)

## The cost of doing business

Executives are the most highly paid people in the organization, so it would seem that they should know the cost of doing business inside and out. If you don't know the answers to the following questions, then you have some homework to do!

Do you know the cost of a customer complaint?

Do you know the cost of acquiring a new customer?

Do you deserve your customer's loyalty?

Does your company deliver unique and beneficial products or services?

Do you know the cost of employee turnover?

Do you know your organization's annual customer retention rate?

What percentage of your marketing budget should you allocate to retention vs. acquisition?

What is the ROI of each type of marketing for your business? What are the most effective marketing techniques?

### ATTRACT

With the cost of attracting new customers many times the cost of keeping current customers, customer retention is a high priority for most companies. For some companies, a five percent improvement in customer retention can increase profitability by 25 to 100 percent.

### CONVERSION

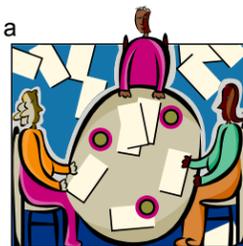
It can cost ten times as much to gain a new customer as to retain one. But every business needs new customers.

### RETENTION

The high costs of losing talented workers reach far and deep into organizations. These costs include direct costs such as hiring and training replacements, as well as indirect costs such as lost business and productivity.

### MEASUREMENT

Although it is difficult to measure the lifetime value of a customer, you can measure what you spend and how you spend it to attract and retain customers. Then you can determine how customers will respond if a similar campaign is used in the future.



## RELEASES

### Is there a difference between a news release and a press release?

A news release is not intended for the media like a press release. It's an effort for businesses, organizations, and individuals to get their message direct to the readership. If carefully written, and without the usual "about us" details, these PR efforts really work.

News releases are intended for easy integration into online publishing efforts, either manually or via automated syndication such as RSS. From blogs to technical sites, social media or Web sites, the news release often flows seamlessly from the message maker to the message publisher.

The creator of a news release needs to understand that there are fewer restrictions as compared to a press release, but the same responsibility in keeping the content relevant, topical and valuable applies.

"A great example of the differences between a news release and a press release is a news release is a story or article written by the brand or company that can be used as is or as part of a story an editor is working on, and a press release is a factual news statement that editors use to write their own news story or column," says Linda Duke.

"Some of our clients have very special products that make them technical experts in a particular area, for instance, Chevy Fresh Mex Cranberry Margaritas are the number one selling drink at Chevys, so each year we would create a news release (write a story) about how cranberries are grown, picked and used fresh in lots of food items including Chevys margarita. After writing the news release and sending right before Thanksgiving, we landed lots of stories and mentions by food editors and consumer publications about the technical aspects of the fruit, and each year we get calls for more information right around Thanksgiving. The news release, if timely and written without too much emphasis on the brand that submitted it, is used by editors and saves them time and other resources," says Duke.



## THE PRESS RELEASE IS NOT DEAD...cont'd from front cover

### 3. The media is not the U.S. Trademark Association.

Yes, it took talented lawyers to file the necessary paperwork that makes a company name, an advertising slogan or a proprietary product unique to its owner. But no matter how many times you use the ® and ™ symbols in a press release, there is an equally absent use of them in the press. These are like hieroglyphics that are reserved for the advertising arena. They interrupt a story's readability and likewise fill a press release with clutter that competes with actual news.

### 4. Don't bury the news.

A headline should convey the entire key message at the top of a press release. Then the lead paragraph should reiterate it with the basic facts, answering the five Ws (who, what, when, where and why) without dragging.

### 5. Don't try to sell anything.

This can be tough if your PR department is also part of your marketing department. Still, your press release can be persuasive without exaggerating or sounding like an advertisement. Stay away from language like "best ever," "breakthrough," "state of the art," "industry leader" and similar marketing jargon unless you can support your claim with facts or it is in a direct quote. Otherwise, reporters

may toss it. The editorial department is not the advertising department and a press release should not be an ad.

### 6. Include a "boilerplate."

You don't write a letter without signing your name. Similarly, every news release should end with the standard "About the Company" paragraph that details the institution delivering the message. This puts the news in

context, gives the reader a broader picture of your business and should include a Web site for more information. A specific contact name and phone number also help the media follow up with necessary questions and request interviews or

additional information.

### 7. Think like a reporter.

What is important to your company may not be important to reporters. Reporters don't care about the success of your business. They care about a good news story that is of interest to their readers.

Before distributing your press release make sure it is relevant. The more sincere you are about delivering real news, the more integrity you will have with the media.

### 8. Proofread everything.

If you are anxious to deliver the news, you may also deliver punctuation, spelling and grammatical errors. Accuracy is everything and proofreading is the best insurance.



### PRESS KITS:

Creating an online version of your company's press kit is a good idea with today's digital media savvy reporters. Develop a PDF that includes your company story, photos, and biographies and post it to your website for easy access. Also, after sending out a press release often reporters ask for more information, so a PDF can be easily emailed. If you send out a hard copy of your press kit, be sure to include a CD of high resolution photos. Journalists' love photos!

