



**DUKE
MARKETING**

Duke Marketing, LLC.
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

DUKE MARKETING CLIENTS CHOSEN AS TOP FAST CASUAL MOVERS & SHAKERS



Duke Marketing announced four of the firm's clients: Rubio's Restaurants, Boudin SF, Go Roma Italian Kitchen, and MOOYAH Burgers & Fries have been chosen as some of the Top 100 Movers & Shakers by the restaurant industry's *Fast Casual Magazine*.

"We are so proud to be partners with some of the very top fast casual restaurant brands in the country," says Linda Duke. "Our goal is to keep them on top of this list for years to come," says Duke.

The 2007 Fast Casual Top 100 Movers & Shakers were chosen out of more than 450 fast casual restaurant operations based on unit size and revenue growth, and a variety of factors including marketing tactics. Rubio's was chosen 18th of the Top 100; Boudin SF, the new fast casual brand that came from the 150 year old Boudin Bakery, was chosen 26th; Go Roma, which also won the restaurant industry's Hot Concept award by *Nation's Restaurant News*, was 54th; and MOOYAH Burgers & Fries, the new fast casual brand based in Plano, Texas, was chosen 92nd.

"We also congratulate some of our clients that we have worked with in the recent past: Moe's Southwest Grill, Daphne's Greek Café, Pei Wei Asian Diner, Bear Rock Café, zpizza, Extreme Pita, and Peet's Coffee," said Duke.

SWEET NEW BUSINESS

Powell's Sweet Shoppe, a multi-unit franchised candy retailer, has chosen Duke Marketing to develop their strategic marketing plan and will work with franchisees to develop local store marketing programs.

Powell's offers a nostalgic recreation of the classic and by-gone era of the local neighborhood candy store. With its old time photos, games and signs and over 5,000 varieties of candy including old fashioned and hard-to-get favorites, fudge, and Gelato, Powell's has become the West Coast's beloved Sweet Shoppe.

"We are excited to work with such a sweet brand," says Duke. "It's my favorite food group!"



On-Target Complete Solutions®

NEWS

Vol. 7, Issue 28 *A Duke Marketing Publication*

Nasty Reviews

What can you do about negative reviews or nasty comments about your business online?

Most people check out user-generated reviews: 76% of people who are shopping online use reviews. They find the objective feedback valuable and trust user reviews much more than advertising or anything on a company's own website.



84% of reviews are positive or neutral. Negative reviews only represent 16%.*

Negative reviews are almost always the byproduct of poor products and experiences. The best way to improve user-generated reviews is to have a great product and to consistently deliver superior experiences.

Recommendations:

- Encourage customers to submit reviews. Consumers like to be asked their opinions.
- Engage in constructive dialog with customers.
- Act on the feedback you receive. Let them know what you are doing to correct the problem.

*resource: Forrester

© 2008 Duke Marketing, LLC.
All rights reserved. All trademarks are the property of their respective owners.
www.dukemarketing.com

Leading through tough times.

The traditional reaction is to cut spending on marketing communications during economic downturns and recession. Corporate missions, all of which center on delivering value to shareholders, to create, sustain and grow value is impossible without sales growth, and the objective applies both during recession and prosperous times. Savvy brand marketers see this time and an opportunity. Because the landscape gets quieter, it presents a chance for brands to stand apart, be more visible, and then emerge stronger and with more awareness when things return to normal.

Leadership is never easy but at least a buoyant economy and growing markets offer protection. Strangely, businesses that have been rocked by one economic downturn appear to be unprepared for the next.

What is life like during a downturn? Companies hunker down, conserving resources for the fight ahead. New products are discarded. In these times leadership becomes really important. Leadership includes good communication, ability to teach, trust, strategic insight, readiness to commit, leading rather than managing.

What guidance can we draw to help successfully negotiate a downturn? Scan the world even more carefully, learn from your front line staff, question the continuing relevance of your strategy and resource base, see the world as it is, and talk about the future and how to get there, tell the truth, have courage to trust your people, reduce risk through coaching.

What do my customers want? When faced with penny-pinching consumers, it helps to shift your ad campaign from messages like luxury and status-enhancement to efficiency and value.



There is no more important time to be close to your customer and his/her attitudes and needs, and no better time to create trust and make your brand—even in the most image – and emotionally-oriented categories—an easy, reasonable choice.

Below is a list of recommendations from various sources,

including the American Marketing Association, the World Advertising Research Center and each with a similar message during economic change:

Stay in. As other brands cut back, your share of voice is going to increase. Your brand will be more visible for less money and you will come out of a recession with greater momentum.

Get more than your share. Share becomes more important in tough times, and benefits go to those with resources to outspend the competition: when everyone is losing, the strong become relatively stronger.

Provide better value. Businesses which provide better value for money in their customers' are more profitable during economic downturns and grow faster after recovery.

Strategic flexibility is crucial. Economic downturns give managers the opportunity to look harder at their organization and reconnect with their markets. Bold strategies are required.

Continued page 2

From the DUKE

We're off to the start of another year. Several client grand openings took place right before and right after the holidays including a new Boudin SF in San Diego, Arizona and San Francisco locations for Rubio's, Wipeout Bar & Grill a new concept by the original founder of Chevys Fresh Mex, and Mooyah Burgers & Fries in Dallas, TX. And in the coldest weather I have ever experienced, we opened a Jenny Craig location in Chicago—it was 26 degrees when we were there in December!

Please be sure to read my cover article...the slow down in the economy is positive for marketers...it's time to get marketing and get your share—don't sit back and wait! — My best-LDUKE



Linda Duke & Laura McKee manage the VIP's for Rubio's new location grand opening at the Embarcadero in San Francisco.

P.S. Going to the Vegas or New York restaurant shows? Be sure to come say hi! LDUKE

DUKE TO SPEAK AT 2008 INTERNATIONAL RESTAURANT SHOWS

Las Vegas, February 24-27th, 2008



Ms. Duke will be presenting "Best Marketing Programs & Promotions for Restaurants and Multi-Unit Organizations" at the International Restaurant Show at Caesar's Palace, Las Vegas, Monday, February 25th, 4:00 p.m.



New York, March 9-11th, 2008

Ms. Duke will be presenting a half-day seminar, "Best Marketing Programs for Single and Multi-Unit Restaurant Organizations", at the International Restaurant & Foodservice Show at Jacob Javits Convention Center, New York, Monday, March 10th from 9:30 a.m. – 12:30 p.m.

Course fee: \$295
To register by phone, please contact Diana Press at (800) 363-3631.

For other upcoming speaking engagements please see:
<http://www.dukemarketing.com/speaking.html>

Leading though tough times

Continued from cover—

Spend more. Those who increase spending in economic downturns generally improve share, and therefore profit; those who increase spending significantly may have to absorb a short-term drop in ROI but can thereby gain share substantially and greatly improve their position, and profit, for the future.

Strike while the iron is cold. Those organizations which focus on driving awareness in down sized economies build momentum and come out of the trying times with more market share.

Good times always follow bad. Taking action during less than rosy economic times provides a foundation for coming out on top of competition when the economy rebalances.

No more, Mr. Nice Guy. In the real world brands fight for survival against competitors, with the task getting even tougher in tough times. Being Mr. Nice Guy in such a world is a big mistake. Hence it is essential to decide how tough you can be. A economic downturn can be seen as a wonderful time to take an unfair advantage!

A bend in the road is not the end of the road... unless you fail to make the turn.

Manage your message. Reflect the new customer mindset. Shift your advertising message, shift funds to product lines that are suited to an economic downturn, stress quality and value, and unveil new uses for old brands.

Do yourself a favor. Take steps to recession-proof your business and make 2008 your best productivity year ever. What steps have you already put into place to recession-proof your new year? If you were to add just one more step to the above list, what would it be?

Sources: American Marketing Association, World Advertising Research Center.



Totally gnarly new restaurant concept!

Wipeout Bar & Grill is one gnarly new restaurant concept. The originator, Scooter Simmons, is one of the original founders of Chevys Fresh Mex restaurants, and who's father founded Pier 39 in San Francisco, has opened his latest creation in Greenbrae, CA.

"We opened the doors to over 300 local VIP's and they were just blown away," said Linda Duke. "With its a unique California-surfing themed interior and incredible high-quality fare, typical of so many of the beach surf shacks that dot the California coast, Wipeout is off to a great start."

Just the name "Wipeout" connotes the great 60s drum solo and the retro feeling of a fun, family place. The wide offering of menu choices include, lunch and dinner items with categories such as Screamin' Starters, Shreddin' Salads, Wipeout Burgers and 9" Paddlin' Pizzas, with tons of offerings from seafood and tacos to pasta and gourmet sandwiches and salads.

8 plasma screens and 2 giant screens feature surfing and major sporting events, along with specialty cocktails in a fun, California surfing atmosphere, with a Surf Shop featuring cool merchandise—this place is GNARLY!



Surf boards, sharks, original surf art and signs decorate this California surf-themed restaurant.



Surfer dude and Michael Fagen of Duke Marketing, kick back with a Mai Tai cocktail.



Over 300 locals attended the grand opening.



Scooter Simmons and son Ryan pose in front of their new restaurant—Wipeout Bar & Grill.



Best of 2007



Duke Marketing is proud to have been part of developing this award-winning program chosen Best of 2007 by the restaurant industry's QSR Magazine and Nation's Restaurant News.

Best Marketing Coup Pizza Patrón's Pesos por Pizza™ Program

Pizza Patrón added fuel to the fiery national debate about illegal immigration early this year when it invited patrons to pay with Mexican pesos in addition to dollars at its restaurants. The initiative catapulted the Dallas-based Latino pizza chain into the national spotlight, earning mentions from nearly every major U.S. media outlet as well as some international coverage. According to clipping services, Pizza Patrón received more than 500 million impressions, worth more than \$30 million in the U.S. alone. Though the public response included a mix of praise and criticism, the chain experienced a same-store comparative sales increase of more than 30 percent for the first two quarters of 2007. The promotion, initially slated to end in April, has been made permanent, and sales are still soaring. Not bad, especially when you consider that it cost less than \$40 per restaurant to implement.

Advertising/Marketing

