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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 new media 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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DUKE MARKETING FOOD CLIENTS COOK UP SPECIALTIES ON CHANNEL 31—GOOD DAY SACRAMENTO



A.G. Ferrari Foods, executive chef, Gianluca, prepares pasta with the Channel 31 newscaster.

Duke Marketing clients, Chevys Fresh Mex® Restaurants, A.G. Ferrari Foods and Amy's Kitchen were recently featured on Channel 31-Good Day Sacramento's cooking news segment. "It was being in the right place at the right time, when I pitched Channel 31 to do something with food," said Linda Duke. "They were looking for some ideas on adding a new cooking segment to the Monday morning news, and I suggested having Chevys Fresh Mex,® and they loved the

fun ideas we gave them," said Duke. After Chevys appeared on the show, the producer asked Duke if she had any other clients that might be able to appear on the show. "Of course my answer was yes! So we booked A.G. Ferrari and Amy's Kitchen."

Amy's Kitchen, famous for their organic frozen entrees and vegetarian pizzas, had founder, Andy Berliner and daughter Amy, preparing pizza on the show with different toppings.

A.G. Ferrari Foods put together ideas for pairing the right pasta with the right sauce and executive chef, Gianluca, did a great job explaining and showing off the AG Ferrari product line.

"It was perfect timing for us to get awareness in the Sacramento market. We had a tradeshow two days later and it made a difference for us," said Adrienne DeAngelo, director of communications of A.G. Ferrari Foods.

"Channel 31—Good Day Sacramento, morning news show is ranked #1 in the market for viewership," said Duke. "There are 13 Chevys locations in the Sacramento area and both A.G. Ferrari and Amy's Kitchen have several Sacramento area locations that sell their products. This was a great show for all of them to be seen!"



Andy & Amy of Amy's Kitchen prepare pizza for the Channel 31 newscaster.



NEWS

On-Target Complete Solutions

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Time for Direct Mail!

You've probably already seen the signs -- full-page ads in the Sunday newspaper promoting new clothing and apparel lines, and television spots showcasing back-to-school sales. Yep, one of the busiest business seasons is just around the corner, and if you're running a Fall promotion, **now** is the time to act.

If your pockets aren't deep enough to purchase a full-page ad in the Sunday paper, or if you're looking to add to your existing campaigns, use direct mail with postcards -- it's effective, affordable and easy.

Here are some great ideas for how to use postcards:

- Mail announcements of upcoming sales events to existing customers.
- Consider making the postcard a money-savings coupon. It creates urgency and prompts people to buy.
- Drop a postcard in the bag as a "thank you" after they've made a purchase - it's a great way to get referrals.
- Call Duke Marketing and we will get your direct mail rolling today! 415-492-4534

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The Quest for Better Promotions

Promotion marketing refers to just about any marketing device, other than advertising, specifically designed to stimulate an action or a sale. This broad field includes incentives, point-of-purchase (P-O-P) displays, premiums/incentives, sweepstakes and contests, event marketing, couponing, advertising specialties (also called promotional products), licensing, sampling, and in-store marketing. Promotion marketing is not restricted to large companies. Because it is targeted, it can help companies of all sizes.

Most companies use promotion marketing to address specific, tactical problems or objectives, but today's increased stress on integrated marketing strategies puts greater emphasis on linking promotion marketing to advertising and other efforts, such as training, meetings, employee incentives.

Companies spent \$79.4 billion in the U.S. on promotion marketing, according to *Promo* magazine. Premiums and incentives were ranked as the leading category, estimated at \$24.1 billion in sales, P-O-P displays ranking second with \$13.1 billion. This was followed by advertising specialties, couponing, sponsorships, specialty printing, promotional licensing, promotional fulfillment, and product sampling. *Promo* bases its estimates in part on surveys from other publications.

Here is an overview of the key issues you must consider when develop-

ing a promotion marketing program.

- What precisely are your objectives? Spell them out in highly specific terms. Is it to spur sales during a key period? Get customers to buy more of your product in advance of a competitor's new product introduction? Keep your objectives simple and measurable.

- Review the strengths and weaknesses of your product or service. Identify opportunities to leverage the strength of your product or service as well as the obstacles to reaching your goal.

- Carefully identify the types of consumers, middlemen, or employees who will be critical in helping you achieve your goal. Understand their demographics, lifestyles, relationship/loyalty to your company, and identify the specific geographic scope of your audience.

- Review your company's past promotional history. What seems to have worked? What didn't?

- Select the specific promotion strategy best suited to your objective and target audience. Consider the option of tying in with another marketer with a similar audience and a product or service related to yours.

- Check your promotion for any legal problems.

- Determine your budget. Generally, the expenditures should be tied to the value of the anticipated incremental sales or other activity. Some companies set aside a certain percentage of overall sales for promotional spend-



From the DUKE



Branding is more than just products on shelves. It is the whole experience of buying the product or products.

Linda Duke, Principal/CEO,
Duke Marketing & Buster

Recently I had to babysit my sister's puppy, Buster, a 12 week old yellow lab. I thought it would be fun to take him into a pet store on a leash, like I have seen so many

other people do. I had never ventured into these "new" pet stores, and found myself inside an interesting branding environment.

Branding is more than just products on shelves. It is the whole experience of buying the product or products, and what an experience this was!

I wasn't sure which flea collar to buy or even what isle it would be on. Every person in the store was more interested in the puppy than assisting me with my search, but I continued. I finally found the isle and then had to choose from 7 different types. Which one to choose? Does the price matter? I had heard of the Hartz collar and since I knew they were long time advertisers I chose it! After several free puppy snacks and many tips from strangers on raising the puppy, I realized I had just had a new branding experience...of the puppy kind!

MULTI UNIT NEWS Neighborhood Marketing

The successful retail operation must focus on neighborhood marketing. A specific operation must recognize the specific customer base it serves. National advertising campaigns, signs on the hoods of race cars and double-walled tankers do not truly matter in the ultimate realm of retailing. What truly matters is how one specific retail unit serves the wants of the customer base that exists in the trade area of that unit.

This retail principle does not vacillate whether the unit is along an interstate, in the center of a subdivision, in the inner city or in any of the other targeted trade area. Retailers must identify the single or multiple levels of the trade area and then build a development strategy that relates to that area. Neighborhood marketing requires that each individual retail outlet creates and responds on an individual basis.

Listen to what is being said around you. Listen to your employees and your customers. It is the spirit and energy of the neighborhood that will tell you how to serve the neighborhood. Innovation has never been a "trickle down" phenomenon; it is centered on the analysis of what must be to correctly serve what is.

Retailing in its purest sense is aligning a facility with reality as it exists today and constantly adjusting that offering as reality changes. Do not remain a mere marketer or operator; become a true retailer.

The concept never changes; the marketplace always does. Need help with your Neighborhood Marketing or Local Store Marketing? Call Duke Marketing!

I SECOND THAT EMOTION

At first glance, a recent Evian ad seems inscrutable: A model with high cheek bones, bathed in pink light, is pouring a bottle of water into a fishbowl. At the bottom of the page is a single word "L'original."

If you can decode the ads meaning, you're probably not the ad's intended target. Gen X and Y want to associate with brand personality that appreciates a quirky sense of humor. In other words, Evian's cool brand bought by cool people—which has absolutely nothing to do with the actual physical properties of the water. Welcome to the world of emotional branding.

Emotional branding is a concept that entails appealing to people's deepest emotional desires—for example, to feel beautiful, believe themselves smart, avoid embarrassment, or in the case of the Evian ad, to be cool—and imbuing products and services with qualities that acknowledge those wishes.

Gone are the days of so-called "rational" marketing with product comparisons, number crunching, and dense data.

Proctor & Gamble, for instance, had dropped its split screen ads in which a t-shirt is washed in Tide and the other in "Brand-X" in favor of campaigns such as its "Dirtiest Kid In American" contest. It is more about "this brand understands the way you live."

Companies tap emotion by getting under consumers' skin—literally. Reams of data show that the most effective way to forge meaningful bonds with customers is through their senses.

Customers linger longer in stores with pleasant scents, or with music that touches their emotional pathway. Many marketers choose the songs that they pipe into their stores to emphasize their brand positioning.

How do you benefit from emotional branding? Here is how:

PERSONIFY YOUR CUSTOMER—envisioning your company as a person can help you tap into your customers emotions. For example, is it independent, elegant, approachable?

PERSONIFY YOUR COMPANY—Who do you want to be in the lives of your customers? If a baked goods supplier wants to be seen as a trusted friend, then that image can drive marketing decisions, from logo choice to color scheme, to advertising.

SET THE SCENE—Buyers often envision product consumption and anticipate its effects: a BMW ad can conjure the driving experience even if a consumer has never driven one. Think about the emotions that customers feel when they buy, and find ways to bring them to life.

Create something that is not a brand, not a product—make it something to believe in.



Promotions: Cont'd from page 1

ing, but there is no hard-and fast rule used to determine this percentage.

- Determine your need for outside specialists. If your company will spend only a few thousand dollars on its promotion, there are few companies to help. Obviously, the type of specialist you select depends on the type of promotion you're considering.
- Determine your specific game plan, with start and finish dates, as well as the people specifically responsible for each aspect of the program.
- Determine how you will measure the results of the promotion. Set up a system to obtain the information you will need to evaluate results.
- Involve every facet of your company or middlemen who will be critical to making your promotion work. Before you design the final program, show your ideas to a committee of key people or otherwise involve them in its development.
- Communicate. Periodically remind key people about the program with brief, lively mailers sent regularly, or through your company's usual means of communication. Keep the sales force excited and link their involvement to your company's sales incentives, if possible.
- Evaluate. Look objectively at what worked and what didn't. Keep a log of your evaluation and observations for use in future years.

HOLIDAY PROMOTIONS

If you haven't started thinking about the holidays yet, you may be left behind. Each year it seems the holiday consumer frenzy starts sooner and sooner. Time to plan your holiday promotions NOW!

Holiday Promotion Tips

- The best time to get holiday promotions rolling is usually October.
- Plan your first announcement with your current customers. Send a post card or direct mailer to alert them to upcoming events or specials.
- Use August and September to really coordinate and plan the efforts for the holidays.
- Put together a catalog, either online or off-line to promote holiday merchandise, gift certificates, or drive online and phone orders. Mail this out by October 15th.
- Plan in-store signage to match the direct mailer and catalog. Put up in-store signage when you send out the catalog or direct mailers about special products, etc.
- Be sure to have "ADD ME TO YOUR MAILING LIST" cards in-store or "TELL A FRIEND" to generate a bigger, better mailing list at the busiest time of the year.
- Plan events for your customers. Sampling during high traffic times are great to generate impulse buying. Wine tastings, live music, cooking demonstrations, etc.
- Offer specials on items that are geared towards holiday entertaining.
- Don't stop your holiday planning with in-store sales initiatives, keep the momentum going even after the holiday when you have captured new customers on your mailing list. Send a follow up newsletter or direct mailer after the holidays to keep those new customers buying all year.

Above all, make the shopping experience a positive and fun one both online and off and watch your customers stay loyal customers for years to come! Call Duke Marketing and we will help you get the most out of your promotions!

Positioning with P.R.



Developing brand recognition and managing brand assets requires the integration of numerous resources. A large advertising budget also helps, but while advertising's role is primarily brand support, public relations remains the tool of choice for positioning and message creation. Public relations, along with the other activities in marketing communications program, becomes the diffusion and support mechanism. Each has its role to play, and each leverages its particular strengths to communicate messages regarding brand and position.

Branding starts with market creation and positioning, and a positioning strategy is the basis for any solid public relations initiative. Once you establish—or create—a solid market category and position, you can develop consistent messages that enable the eventual creation and establishment of the brand. Branding and positioning are two very distinct processes. In particular, public relations can be very influential on the positioning side. To create positioning, we first engage in market research. Following this input, we craft messages that communicate a value proposition. We incorporate these messages into other media, such as advertising and collateral.

Before engaging into any public relations campaign, Duke Marketing starts each client relationship with a positioning review. "Our client's positioning is usually based on technical attributes that they consider are important. However, those attributes may not resonate with the consumer, so our first job is to adjust the positioning to tell the best story," says Linda Duke.