



4040 Civic Center Drive, Suite 200  
 San Rafael, Ca 94903  
 Phone: 415-492-4534  
 Fax: 415-492-2810  
 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 new media companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.*

**WE'RE ON THE WEB! [WWW.DUKEMARKETING.COM](http://WWW.DUKEMARKETING.COM)**

**DUKE MARKETING DO'S AND DON'TS OF MEDIA VISIBILITY**

Media visibility isn't for everyone. For someone who plans to remain at one organization throughout his or her career, media coverage may not offer much value. A person in a nontraditional field or in a senior management role will need to manage visibility with care. For a business owner, being visible often makes the difference between success and failure. But for a person who wants to move up in their industry, change occupations, join boards, move from public to private sectors or visa versa, visibility ties to your expertise and facilitates the journey.

**PERPARE:** Don't do interviews until you are ready. Credibility results from your expertise and how you communicate it.

**PLAN:** If you work for a company with a PR department, weigh the instruction "don't talk to the media;" successful professionals say only the fainthearted heed it. Ask PR to put you out there, and keep them posted. Get media training to gain confidence and competence.

**BEGIN SMALL:** Contact your local paper, trade publications, even your college alumni magazine. Write a by-lined article.

**BUILD RAPPORT WITH REPORTERS:** Do some homework to find out who covers your area, create an angle that is up their alley, then call and intro-



duce yourself; invite them to lunch. Reporters rely on those they know. **TALK ON THE RECORD:** Off-the-record conversations will mean that others get the great quotes while you—who gave the meat—remain invisible. Or worse yet, not all reporters will remember you said off the record

and print it anyhow.

**STAY VIGILANT:** Even if a reporter is a friend, remember he or she has a job to do.

**BE AVAILABLE:** Deadlines come fast for reporters, and interviewers need someone who can appear or react quickly and on short notice.

**BREVITY IN THE SOUL OF WIT:** Hone your message to two or three sentences and steer responses to your points. You want the sound bite.

**GET OUT:** Join professional organizations and associations and take an active role; find speaking opportunities. You'll expand your contacts, and press coverage could

result. **DON'T GIVE UP:** Some interviews/stories go better than others; misquotes happen. It takes lots of practice.

**CALL:** Duke Marketing for media training, public relations support, etc. 415-492-4534



On-Target Complete Solutions

**NEWS**

Issue 8, Vol. 2 A Duke Marketing Publication

**MBA Students Offer Fresh Ideas to Duke Marketing Clients**

MBA students at Golden Gate University's Ageno School of Business who attended the Advertising Strategy course taught this summer by Linda Duke, put together new marketing plans and advertising ideas for some of Duke Marketing's clients.

"I couldn't believe the enthusiasm that students showed working on real client projects," said Duke.

"They are so used to just doing case studies from their text books, that our real-world client projects not only motivated the students to get hands on experience, but made them so creative," she continued.

The projects included plans for See's Candies, Insulair Cup Company, Chevys Mexican Restaurants, Il Fornaio Restaurants, The American Cancer Society, and a project for Duke Marketing.

Students were split into groups and they were given objectives to provide a client with an integrated marketing communications plan and advertising strategies.

One group, that focused their project on breast cancer awareness, created an entire initiative that could be incorporated into the American Cancer Society's national program. "Not only did we enjoy doing our project for the American Cancer Society, we all com-

mented on how much fun we had working together this semester," said Kristen, GGU-MBA student.

Another group conducted research for Insulair cup company and created their own real-life focus groups at several area coffee houses. The research gave them a basis for determining the positioning and advertising strategies, and provided feedback that was incorporated into their advertising campaign for the company. "Linda's enthusiasm and knowledge was a positive that DEFINITELY contributed to the end result of our presentation," said Emily, GGU-MBA student.

"The See's Candy class project came up with such great ideas that the client



GGU MBA students show off their story boards for Chevys Fresh Mex®



Students present their marketing and advertising plans for Il Fornaio Restaurants.

asked me if they could use the ideas," said Duke. "They couldn't believe that the students really got creative and came up with messaging and sales driven ideas that they could use." "The students felt great and the client felt great and it was an all round win for everyone."

Currently Linda Duke is

**Holiday Gift Time**

Whether you need a gift for one very special person, 25 clients or 500 wonderful employees, now is the time to start your holiday shopping!

Corporate Gifts, Awards, Etched Wine Accessories and Wine Bottles, Fine Leather, and Gourmet Food items are just a few of the

hot items for holiday 2002.

Maybe you need to send out a catalog, a holiday incentive, or develop some in-store displays? Corporate gifts, tastefully designed displays, and catalogs will be a welcome enhancement to your corporate identity program, and are a great way to enhance your marketing efforts.

Duke Marketing can put together your holiday greetings, in-store collateral and provide excellent ways to get your customers to remember your company this holiday season.

Call us and let's get your holiday gifts done today!

Duke Marketing  
 4040 Civic Center Drive, Ste. 200  
 San Rafael, CA 94903  
 415-492-4534  
[www.dukemarketing.com](http://www.dukemarketing.com)

© 2002 Duke Marketing. All Rights Reserved. All trademarks are the property of their respective owners.

## From the DUKE



No. I am not Tiger Woods!

Linda Duke, Principal/CEO, Duke Marketing, White Hawk Golf Course, Plumas Pines, CA

No. I am not Tiger Woods, but this summer I enjoyed playing lots of golf. Some friends were married in Plumas Pines, at the Frank Lloyd Wright designed resort, Nakoma. It was an incredibly beautiful area with the mountains, pine trees and clean air. The area had several golf

courses, including White Hawk, which was one of the most beautiful I have ever played, (not to mention my score on the front nine beat all the men!). But it occurred to me that marketing is a lot like golf. There are so many different components that work together to make something outstanding happen. You have to be able to write great copy, create promotions, generate awareness, manage public relations, design collateral, buy media, develop strategies, coordinate events and communications, etc. I realized how much doing all those things make me happy, and although I am getting better at my drive, chipping, putting and golf in general, I am no Tiger Woods, and I am glad I play better at marketing!

## MULTI UNIT NEWS Baskin-Robbins

### "Are Fast-Food Outlets Better Off Uniting?"

Co-branding is becoming more popular among fast-food franchises looking to maximize profits. The trend began more than 10 years ago as fast-food companies opened locations in convenience stores, but has expanded to include multiple brands at a single location. "The Idea is to be so convenient to the customer that you are not going to miss a sales opportunity", said Don DeBolt, President of the International Franchise Association. For instance, drivers visiting a co-branded store on Power Inn Road in Sacramento can choose menu items from either Dunkin' Donuts, Togo's, or Baskin-Robbins. Stand-alone restaurants for Dunkin' Donuts, Baskin-Robbins, and Togo's generate annual sales of roughly \$744,000, \$271,000, and \$630,000, respectively. However, Allied Domecq's vice president, Mark Richardson, said national sales for each brand exceed \$1 million at locations that combine the three brands. Co-branding necessitates eliminating some menu items and creates more challenges for employees. Yum! Brands, a leader in co-branding, has launched more than 1,600 multiple-branded locations since 1997. The company owns a diverse group of fast-food franchises—KFC, Pizza Hut, Taco Bell, Long John Silver's, and A&W All-American Food Restaurants. —Sac Bee (08/18/02)

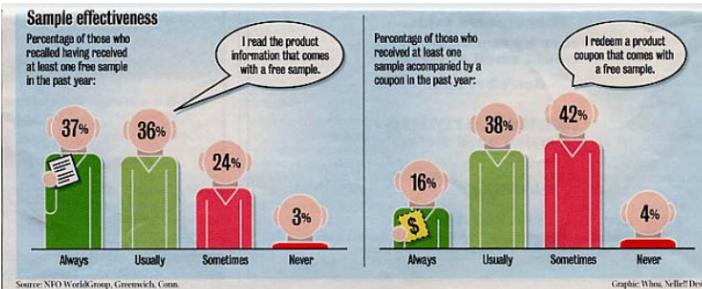
## FEED THEM AND THEY WILL BUY!

Distributing free samples is an effective way to get consumers to try your products and ultimately purchase them. This isn't a new concept, but many companies don't spend the time planning or developing ways to get their products into the hands of consumers to try first before spending a great deal of time and money developing advertising campaigns around getting consumer trial.

A recent study was done regarding distributing free samples of consumer products as an effective way to get consumers to read product information.\* More

means that consumers will pay more attention to your products and product information, and will purchase if you give them a free sample first. Developing a test market for this is usually a good way to start. For instance, if your food organization has multi-locations, try a few stores first with a sample promotion.

Try out some new menu item or food product on consumers. Hand them a coupon and any product information at the same time. You will see whether your product drew interest immediately if they redeem the coupon, and then could



than 70% of survey respondents who recalled receiving the free sample said they either "always" or "usually" looked at product information included with the samples.

In addition, more than half of the consumers who recalled receiving coupons for free samples reported that they either "always" or "usually" redeemed the coupons. About 88% of the survey respondents said they had received at least one product sample in the past year, either via mail, in-store promotion, newspaper or magazine insert, at an event or a doctor's office.

So, what does this all mean? To a marketer it

roll the sampling program out to other locations.

Perhaps you have a food supplier that could partner with you and provide some of the product or coupons. That way you are getting some of the cost off your shoulders and possibly get free product from your supplier.

You have seen it yourself, a cheese sample at BevMo, or potstickers at Costco, next thing you know, the product is in your cart. So why not try it out with your own customers? It is less expensive to find out if they like it and will buy before rolling out an entire marketing and advertising program!

\*NFO WorldGroup, Greenwich, CO.

## Students: Cont'd from Pg. 1

co-teaching marketing management at Sonoma State University with marketing professor, Janeen Olsen. "We are working with the graduating class to do a real client project, said Duke. "Since Sonoma State is very focused on their wine marketing program, I thought what better way than to have the students work on my wine account and put to-



gether a marketing plan for them," she said.

Students were presented with the winery project and will be taking a tour of the winery to learn more. "After class several of the students stayed on to talk to me about the project and it is great to see them excited and motivated to do a school project," said Olsen. "They are really looking forward to the visit at the winery as well. I am sure they are going



to learn a lot about real marketing."

Duke Marketing has always worked with area colleges and high schools to provide practical, hands-on and real world marketing. "We provide internships and work with students to see what their young, fresh and creative minds come up with," says Duke. "They are better looking at things from the outside and come up with ideas we never could have since we are too close to it sometimes."

If your company is interested in having a project done by students, please contact Linda Duke at Duke Marketing, via email: duke@dukemarketing.com or call 415-492-4534.

## Marketing Strategy Requires Research

Amidst current changing economic times, a number of American corporations are reevaluating their strategies and goals for the upcoming 2003 year. Specifically, companies are revisiting plans for new product or service introductions, and other scheduled endeavors that seek to expand the organization's market position, but consume valuable and — now more than ever—limited financial and human resources.

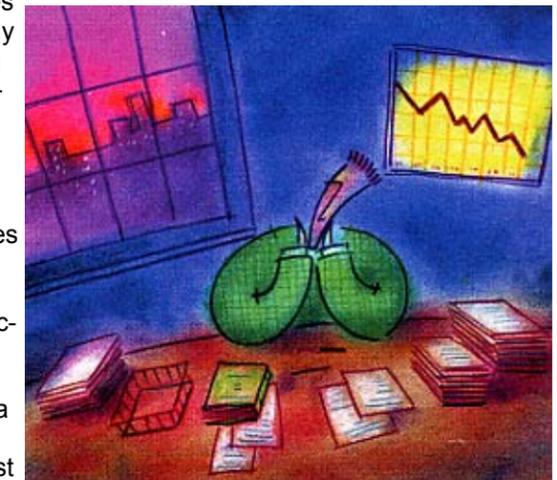
As marketing leaders redefine their priorities and company objectives in these uncertain times, the role that market research can play becomes more important.

To be successful, the process of formulating a marketing strategy must integrate marketing research; the science can validate key strategic assumptions and ensure meaningful and measurable results.

Many marketers rely on their gut, and sometimes unsubstantiated hunches to support decisions that alter the course of a strategy. While not always wrong, many times decisions made this way are bad calls. More than playing a supporting role, marketing research should be the driving force in developing and validating the marketing strategy. It can produce meaningful data to support strategic decisions and in some cases, may shed light on new opportunities.

Marketers need to identify where and in what capacity marketing research can contribute—by guiding strategy development, testing assumptions, and measure possible outcomes, for example.

Strategy formulation typically begins by identifying the company's internal capabilities and core competencies to determine the feasibility of carrying out a range of potential marketing strategies in support of a goal. Research can objectively identify the strengths, weaknesses, opportunities and threats and define a company's assets and attributes. Sometimes if focus groups are done well, they can even hand you a new tagline or new approach to reaching



your target market that you hadn't thought of.

A variety of marketing research approaches can provide a market scan, including demand, pricing, profitability, competitive analysis and who is your target market,

all factors which can change many times given the marketplace and consumer taste.

Marketers can look to research as a way to develop on-target messages to the right audience, with the right product at the right price. Demographics as well as psychographics—why they buy and how they buy—besides who is buying, can provide the foundation of successful marketing strategies, communications, advertising and so on.

In the evaluation stage, marketers must show a return on investment for the research and how it supports the marketing strategies and goals. When familiar with the data and outcomes of the research, and understanding the process as well as demonstrating and showing the value of the research in developing and measuring strategy, marketers may find themselves getting a seat at the corporate table.