



DUKE
MARKETING

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Duke Marketing, LLC is a California-based full service Integrated Marketing Communications firm with expertise working with multi-location and franchise organizations. Duke Marketing combines a full range of services, including: thought-leadership, local store marketing, public relations, consumer promotions and cause marketing, franchise communications, market-by-market planning, creative development and media buying with on-target strategies, fresh ideas and creative concepts to offer complete solutions.

Duke Marketing Wins New Business

Duke Marketing was chosen Agency of Record for the forty-year old, Bay Area, Red Boy Pizza brand. With eight locations and a growing franchise, the company hired Duke Marketing to update their brand, their décor and menu as well as manage advertising, public relations and social media functions for the company.

"For over forty years Red Boy Pizza has been known for their famous sour dough crust," says Linda Duke. "The brand has been popular since it first began in 1969, but like all brands today, needs some refreshing and some new messages to update and communicate to new and existing guests." The company's first new promotion kicked off Back to School with a Slice & Soda promotion and has already seen sales increases.



Duke Marketing will be updating the restaurants with new branded elements inside each location as well as a new streamlined menu and signature menu promotions.

Duke Marketing will handle the brand's social media marketing, updating the website and other communication vehicles, as well as adding local store marketing tactics.

"We are going to put Red Boy Pizza franchisees on the LSM Diet™," says Duke. "Each location needs to reach out to their community to raise awareness and sales with a plan of attack. The LSM Diet doesn't help you lose weight, it helps you GAIN CUSTOMERS and Red Boy Pizza will be a featured chain in my next book, The LSM Diet."

Get Your Restaurant Operators MOTIVATED!

For Seminars, Sales Meetings, Conventions or Training LSM-U for GM's or Franchisees



Marketing expert Linda Duke is an excellent choice for upcoming meetings as a presenter and trainer along with her book, *Recipes for Restaurateurs*™

SEMINAR TOPICS INCLUDE:

Local Store Marketing University
Driving Sales in a Tough Economy
30 Minute Power Sessions:
Local Store Marketing for Restaurateurs,
Public Relations for Restaurateurs,
Building Profitable Growth Together —
Turning Customer's into Partners,
Creating Enticing Menus & Promotions,
and many others can be customized for your brand and group. For more information:

Call 415-492-4534



On-Target Complete Solutions®

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Got Marketing?

After serving the restaurant industry for more than 20 years, it still surprises us to get calls from longtime friends of Duke Marketing that DON'T KNOW WHAT WE DO! So, we thought we would create a partial list of our current services! NOTE: we are full-service

- Strategy and planning
- Branded LSM tactics
- Grand Openings
- Franchise meetings and conventions
- Local Store Marketing Manuals and training
- Advertising creative and media buying
- Public Relations and publicity stunts
- Crisis Communications and media training
- Social Media planning and manage Facebook, Twitter, online media.
- Publishing and printing for marketing materials and collateral.
- Full time creative team for production, web updates, menu design, logo and branding, interior signage, advertising and copy.

Duke Marketing is a Strategic Partner for restaurant chains in need of results-driven marketing strategies to drive sales. We offer services by project or retainer.



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NEWS

Are you a BRAND GENIUS?

You need to be a genius to do marketing today. Markets are incredibly complex, customers demand ever more, and competition is intense.

Marketing injects the customer insight and creative thinking that gives business its edge. However it must combine this with the analytical and commercial rigor that drives strategy, innovation and profitable growth.

From the vision of Apple to the passion of Nike and irreverence of Southwest Airlines and the magic of Disney, today's leading brands and marketers think and act differently.

The genius of marketing lies in the ability to connect outside and inside, markets and business, customers and shareholders, creativity and analysis, promises and reality, today and tomorrow.

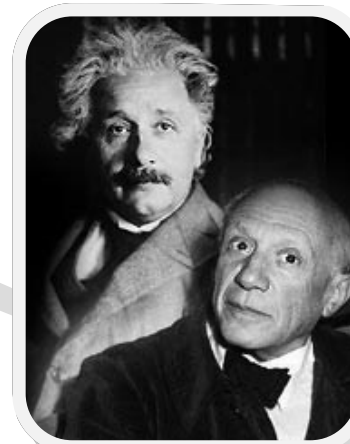
Geniuses, like Einstein and Picasso, apply intelligence in more imaginative ways. They use their left and right brains to seize the best opportunities, to stand out from the crowd, and to lead the business.

Finding big ideas that define you:

A great brand is one you want to live your life by, one you trust and hang on to whilst everything around you is changing, one that articulates the type of person you are or want to be, one that enables you to do what you couldn't otherwise achieve.

Brands were originally developed as labels of ownership. However today it is what they do for people that matters much more, how they reflect and engage them, how they define their

aspiration and enable them to do more. Powerful brands can drive success in competitive and financial markets, and indeed become the organization's most valuable assets. Yet there are few great brands around. Most brands are still labels, relying too strongly on brand names and logos, and focused too heavily on the companies and products that they help identify. They are articulated through superficial strap-lines, and delivered through generic service. They make promises that the organization struggles to deliver, often failing to even attract attention, and rarely gaining the trust of skeptical customers.



Brand Genius: An influential marketer who catapults brands to success in ground-breaking ways.

Powerful brands have the ability to cut-through noise and competitiveness of markets, and to

engage and retain the best customers in a way that delivers superior financial results in both the short and long-term.

A Genius Brand is one that:

- Defines a compelling purpose, a big idea that stands out from the crowd, that goes beyond the product or industry, and really matters to people.
- Reflects the customer, builds an image and reputation in the mind of the customer that has personal relevance, even if it alienates others.
- Engages customers in achieving the big idea, delivered in a style through which people say "this is my kind of company".
- A GENIUS BRAND is one that does things differently and delivers on its big idea.

From the DUKE



Thank you to all of our friends who came to the debut of Duke Marketing's new educational program, LSM-U, Local Store Marketing University, at the Western Food Expo in San Diego recently. Thank you also to our sponsors, US Foodservice SF, Fishbowl Marketing and our friends at New Leaf BioFuel.

Chris Cramer, pictured here with me, made sure to swing by our cocktail reception to grab an LSM-U backpack and have a great Karl Strauss brew!

Thank you to Annica Kreider, of McAllister's Deli, and one of our

LSM-U advisory board members, who came from Mississippi to attend the debut (see photo next page).

Hardly believe it's forth quarter and the holidays will be here soon. Be sure to read the current issue of our quarterly *Restaurant Marketing Magazine* online for tips and tricks for marketing during the holidays.

Sign up online at www.marketing-cookbook.com

Other news to report is we have a new Duke Marketing team member. Jeannie is her name and she is so great I think I may have rubbed a bottle and she is my magic Jeannie! Read more about her below.

Happy end of the summer! My best—LDUKE

Sign up for the **HOTTEST NEW**
Restaurant Industry Resource



Sign up online @
www.marketing-cookbook.com

Restaurant Marketing is an online magazine offering marketing solutions for restaurant operators and marketers. This strategic indepth quarterly publication will premiere its third issue of 2011 in October. **In Next Issue:**

- Behind the Scenes with Chef Bradley Ogden
- Eight ways to communicate your brand
- Pros & Cons of Sampling
- Marketing Essentials for the Holidays
- Faces & Places and more!



Advertising space available—call 415-492-4534



Duke Speaks @ Tools to Thrive

US Foodservice holds an annual customer show and this year invited Linda Duke to be the keynote of their Tools to Thrive themed event.

"Linda always brings in a crowd and her presentations hit the ball out of the park!" said Michael Cala, Director of Marketing, US Foodservice SF Division. "Our customers learn so much from her millions of marketing ideas and love her contagious energy," he said.

New Employee Joins Duke Marketing



Jeannie Halvorsen joined the Duke Marketing team in the middle of summer after graduating with her BA in Psychology, Cum Laude from Valparaiso College, a small and quite acclaimed college, in Indiana.

Jeannie helped launch LSM-U in August and managed several client events including a grand opening at Powell's Sweet Shoppe. "Nothing like hosting a cotton candy eating contest during my first week!" she exclaimed. Jeannie will be managing client social media campaigns as well as other marketing initiatives. "I am so excited to be at Duke Marketing where everyday is fun and different!"

LSM-U, Local Store Marketing University Debuts in San Diego



LSM-U debuted at the Western Foodservice Expo as part of the Ferdinand Metz Foodservice Forum in San Diego at the end of August. The enthusiastic attendees donated to the California Restaurant Association's Education Foundation

(CRAEF) and received an LSM-U Backpack with an LSM-U t-shirt along with snacks from sponsor US Foodservice. Following the two hour session, attendees enjoyed a cocktail networking reception to share ideas.

The LSM-U program specifically targets restaurant marketers and operators, and is designed to educate on new trends, enhance their ability to understand, create, and implement local store marketing strategies, and to increase sales and awareness. LSM-U will also help restaurateurs, hospitality and foodservice marketers continue their education and network with others in the industry.

LSM-U is now being offered as a two hour session, jam-packed with tips, ideas, practical applications and strategies, as well as real case studies and successful marketing tactics. It is divided into six sections—*Competition and Defending your Position, Tried and True Promotions, New Media, Food Marketing, Public Relations, and Integrating for Success*. Each attendee receives an LSM-U handbook, which includes workbook activities and room to take notes. During the session, attendees sit at tables in groups and after each section complete a workbook activity and corresponding table discussion.

"Our goal is to take LSM-U across the country to each state restaurant association to offer its members an educational program, along with restaurant chain's annual conventions or franchisee/GM training," said founder, Linda Duke. "LSM-U is for today's restaurant operators and marketers that need to drive sales in the tough economic environment and must create a plan," says Duke.



"LSM-U can also be used for training field marketing teams or local store marketing managers. We can even customize LSM-U by adding a brand's new tactics to introduce to your team or refresh those that already exist", she continued. LSM-U is a great educational offering to provide your restaurant team.

With the dramatic changes in traditional media, consumer spending habits and confusion over social media, it has made it difficult for marketers and operators to know how to best communicate, advertise or even create awareness and trial. Restaurant operators want to understand how to drive sales and create promotions that generate awareness, and how to execute them. LSM-U provides educational resources for restaurant marketers best practices and a place to share ideas with colleagues.



For pricing or more information please contact:
Jeannie Halvorsen 415-492-4534.



Local Store Marketing
University
www.lsm-u.com



LSM-U Advisory Board Member, Annica Kreider of McAllister's Deli shows off her new LSM-U backpack!



Special Thanks!
to Janet Berge, Creative Director of Duke Marketing for her LSM-U illustrations and cartoons!



"I have been operating my restaurant, Steven's Philly Cheesesteak, for over 20 years and have been to many of Linda's seminars, but LSM-U was the best educational session I have ever attended! My brand is ready for a refresh and Linda's ideas for bringing out the best in your brand and how to create an LSM plan was worth so much!" —Steven Gunthier

