

FRIDAYS AT FOUR  
VOLUME FOUR ISSUE 3

Did you catch the latest in Guerilla Marketing? Word comes out of Boston this week that Turner Broadcasting hired a firm to set up billboard type boxes to promote a Cartoon Network show. Turns out the 40 blinking boxes designed to promote “Aqua Teen Hunger Force” brought Boston to a halt, as the boxes were placed near subway, river and highway traffic areas and were seen as possible bombs.

”This has to rank as one of the most significant blunders in the world of guerilla marketing” said one agency exec...NO kidding.

The Wall Street Journal reports this week that Coke has purchased another of the New Age drink companies—FUZE Beverage. Fuze sales were \$95 million in 2006, up from \$65 million in 2005. This follows PepsiCo purchase of Izze last September. The big bottlers continue to seek market share away from their traditional flagship brands.

If any of you are not using digital advertising as part of your advertising program, get on board. Digital advertising is growing much faster than traditional print or TV advertising. And the latest studies show this form of advertising reaching a much targeted group and being more effective than the other advertising options. This includes any advertising that is out-of-home such as via cell phone, internet, pod casts or text messaging. Make sure it is included in your advertising plans.

And speaking of digital media here is a new idea to watch. VodPod, based in San Francisco allows consumers to build their own “pods” or online video channels. Say you wanted to view every bird watching video you could get your hands on and build a channel called the Birding Pod. Anyone can watch it and anyone can add content.

Source Business 2.0 magazine [www.business2.com](http://www.business2.com)

This kind of firm has its own definition, called a hyperaggregator. Now there’s a new word for us all to remember.

One more from the world of mobile marketing. One firm is reporting that by 2011 companies will spend more than \$11 billion to advertising on cell phones. One company called ShopText is working on the ability to order products and services via text messaging.

Last year San Francisco based DelMonte picked up two strong brands in the pet food business—Meow Mix and MilkBone Dog Biscuits. The problem according to Del Monte was that both brands were as one exec said as “appealing as a hairball”. So DelMonte went to work and found that there are 12 million households with cats and that one third of these owners are what DelMonte called “spoilors”...One third of the households, yet they shell out almost half of the money spent on cat food. And here’s another state that DelMonte found... The pet food category is growing three times as quickly as consumer packaged food. Source Forbes Magazine

Compass Food Management reports they have tested a new technology at some large food service clients this past year. Called Dream Steam Cuisine, the products are assembled from fresh ingredients and distributed as a refrigerated product with a 24-48 hour shelf life. When heated, the food quickly cooks in a pressurized steam environment.

Source Food Management Magazine

Pay with your wristband has been talked about in some of our past issues. Well now MasterCard and PayPass , working with Nokia is letting those who sign up pay with their cell phones. Customers who sign up for this program can use them to purchases at 32,000 locations that accept this cashless system including McDonalds, 7 Eleven Stores and CVS Pharmacies. Coca Cola Japan announced this year that it will equip all 200,000 of its vending machines to accept cell phone payment by the end of 2008.

A book that I would recommend in this issue comes from an article in Specialty Food Magazine. Zingermans Guide to Giving Great Service, written by the co-owner of Zingermans Deli in Ann Arbor Michigan. Here are four key things that they teach their employees to encourage them to make empowering decisions while at work:

1. Be the Change You Want
2. Go for Greatness
3. Listen to Others So We Can Learn to Lead
4. Evaluate Every Interaction as if YOU were the Owner

Another book that the co-owner recommends for reading is by Peter Koestenbaum Leadership: The Inner Side of Greatness.

And finally we recommend you go to Businessweek.com and read the latest news on how McDonalds is redefining daypart dining. McDonalds has sped up its new product introduction. "Ten years ago we saw every customer as a transaction count, one franchise owner recalls, not as a person who needed to use the restaurant in a different way.

**Remember if you are looking for a review of your current food service operations and how to increase your revenues, improve your product mix or find a new option for catering or food services, contact us at 360-573-7027.**