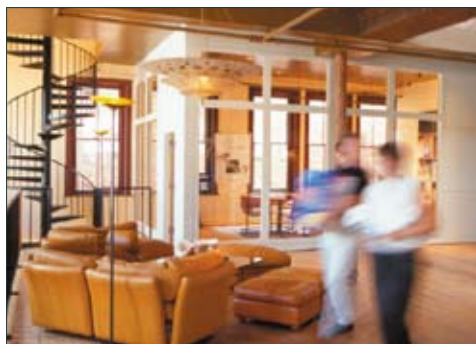


## Media Department Bakes for Alzheimers



Rawle Murdy's media department participated in the Alzheimer Memory Walk in October. Carolyn Mailloux led our media team's effort, coordinating several creative ways to raise money, including raffles, bake sales and collection of \$5 "jeans day" for the agency. The media team raised over \$740 for Alzheimer's research.

## Lean Times for Retail

Chances are, you're receiving this mailer right around the holiday season. By all estimates, the 2008 season will have little cheer for retailers. Even more challenging will be the traditionally slow time in the first quarter, as the true long-term effects of the economy become reality for even the most successful. Some prominent retail prognosticators predict thousands of store closings by dozens of the most resilient retail chains—with untold local retailers affected as well. This is no time for the faint of heart.



Value to consumers today means more than quality—but price, practicality, and the ability to rationalize the purchase to friends and family. So keep your chin up, focus on customer value "2009-style," and continue to market as aggressively as you can. You'll come out on the other side a winner!

## Cheeseburger in Paradise Saves the Music

Cheeseburger in Paradise, the well-known Jimmy Buffett-inspired restaurant, needed a unifying cause to rally its employees (known as Islanders), customers and communities—and to strengthen connection to the brand.

What says Cheeseburger in Paradise better than music? Vh1 Save the Music was the perfect fit!



A series of limited edition, custom-created "Cheeseburger in Paradise Save The Music" t-shirt designs were only available at Cheeseburger in Paradise locations. All profits from t-shirt sales go to Vh1 Save The Music to fund musical instruments. To further entice music lovers, a Jimmy Buffett signed guitar will be given away to one lucky t-shirt purchaser.

PROUDLY SUPPORTS

Rawle Murdy infused social media with traditional PR and marketing to build buzz and garner support, increase traffic to restaurants and online, and raise money for music education.



Feedback and support has been overwhelming!

**Music Education = Brainpower**

- More than 2,500 t-shirts sold
- More than 6,500 people registered at CheeseburgerinParadise.com
- Coverage from major market media including WGN-TV Chicago, *Indianapolis Star*, *McClatchy-Tribune Business News*, *The Washington Post*, and *The Baltimore Sun*

## Rawle Murdy Brings Home SIX Awards

While we're as focused on results for our clients as ever (daresay even MORE than ever), it's nice to be recognized for great work. Here's what's been awarded to Rawle Murdy over the past couple months:



- Two silver Adrian Awards from the Hospitality Sales and Marketing Association International (HSMIA) for our work with Wild Dunes Resort and Charleston Place Hotel.

- A Gold Adrian Award in Public Relations Crisis Management for our work with Wild Dunes Resort's beach renourishment initiative.



- Two Spark Awards from the American Marketing Association for our rebranding of the Charleston Animal Society that awarded us exposure in *The New York Times* and our "Pledge for Growth" project created for the South Carolina State Ports Authority.



- A People's Choice Award for Retail Advertisement for our Piggly Wiggly "Say It with Beef" Valentine's Day campaign that landed us coverage on the Jay Leno show earlier this year.

*Diane Colgan, Director of Marketing, Piggly Wiggly Carolina Co. accepted the first People's Choice award for retail advertisement from Certified Angus Beef.*

# CHARLESTON REGIONAL BUSINESS JOURNAL

## Relevant, Not Annoying Ads Best to Get Message Out



by Bruce D. Murdy  
President, Rawle Murdy Associates

In the rough-and-tumble economic environment we're in today, it can be unsettling to hear that more than half of consumers hate advertising and marketing messages.

As we try harder to be heard despite tighter and tighter budgets, consumers are less and less interested in hearing our messages.

A recent survey by Vizu Answers indicates great challenges ahead for marketers. In the survey of 2,000 Internet users, more than half said they'd eliminate all advertising if they could. This is especially true on the Internet.

A large percentage of respondents, 48%, felt that Internet advertising is the most invasive or irritating. Not surprising, since the Web is still a little like the Wild West of advertising. Yes, there are standard ad units we all use. But there are others, too — rich media pop-ups that jump in front of the content you're trying to read ... so irritating!

The question becomes: Is irritating-but-noticeable best? Survey says: No!

I'll always remember Tom Stimus' car ads in Tampa, Fla. Years ago, Stimus claimed he was "#1 in the World" and then smashed a car windshield. Noticeable and memorable? Yes. Motivating? No.

Tom Stimus' used car dealership is long gone. His ads were only irritating, not effective.

What can you do to make sure your marketing dollars are informing, enlightening and motivating — not irritating?

You must ensure that your communication is pertinent to your target. Basic stuff, but an astonishingly high percentage of marketers forget

this fundamental tenet of communication: Your message must resonate through relevance.

This is much more important than even a decade ago. Consumers have control now; and they like it, and they are not going to give it up. If your message is not important in their lives, they'll tune it out. And more and more tools exist to help them do just that.

As marketers, we have to listen more closely than ever to customers and prospects. Since they're in control, we have to understand what they want to know and how they want to receive messages.

For example, big-production TV commercials are not headed for extinction, but their relevance is fading relative to other techniques. Marketers must have a fundamental reason to use TV, and the message has to be not only entertaining but important to viewers' lives.

Take the current Tylenol ad campaign. It's not pushing Tylenol overtly; instead, it's sharing common situations that cause headaches and giving solutions. It offers advice beyond just taking Tylenol, creating value for the brand.

On the flip side, most marketers shouldn't eschew offline media for exclusively online. Search engine marketing and optimization, social networking and blogging are important in a marketing mix and can serve up the right messages to an ever-increasing online audience.

Some basic marketing rules are perhaps more important than ever to remember: First, get your product or service in a place where it offers a meaningful benefit for customers. Figure out the best mix of communications tools to get the message to the consumer. Then, deliver that message in an entertaining and innovative fashion.

And always keep in mind that if your message is irrelevant to consumers, so, too, will be your product.

*Bruce D. Murdy is president of Rawle Murdy Associates Inc., a Charleston-based marketing, advertising and public relations firm. E-mail him at [bmurdy@rawlemurdy.com](mailto:bmurdy@rawlemurdy.com).*

## NEWS & EVENTS



### Melissa Flynn, APR Nominated President-Elect for PRSA

We're proud to announce our Vice President and Director of Public Relations, Melissa Flynn, was recently nominated President-Elect for the South Carolina chapter of Public Relations Society of America.

### Welcome to our newest clients

Despite the tough economic situation we're all facing, Rawle Murdy has been awarded two new clients recently! We're proud to welcome oceanfront Hammock Beach Resort on Florida's east coast, and Reunion Resort in Orlando. These resorts will allow Rawle Murdy the opportunity to do what we do best—help our clients beat their competition.



Hammock Beach  
Resort



Reunion Resort

100% postconsumer recycled paper