

BREAKTHROUGH

Rawle Murdy Teams Up with CUTCO



CUTCO Corp., the largest manufacturer of high quality kitchen cutlery and accessories in the United States and Canada, has chosen Rawle Murdy to be its strategic marketing partner. We are proud to be working with CUTCO, as well as its subsidiary KA-BAR, the legendary producer of sporting, military, and utility knives.



High-quality CUTCO knives are made in America and guaranteed forever.

“To Tweet or Not To Tweet?”

We get this question a lot from our clients these days. We think there may be a more relevant question:

“How should we be leveraging new media avenues?”



Several restaurants around the country have recently tackled this question successfully through leveraging social media—particularly Twitter—in service of broader strategic objectives.

For example, Kogi Korean BBQ launched last year in Los Angeles with one location, a traveling truck. Through its innovative, social media based interaction with customers, Kogi’s is already a big success. The Kogi traveling truck drives to different locations around the city each day, using Kogi’s Twitter feed to broadcast the day’s location out to over 25,000 followers. The brand has generated great buzz by challenging its customers to what is essentially a game of culinary hide-and-seek.

We’ve helped our client Cheeseburger in Paradise tap into its online fan base with an organic, conversational approach that utilizes Twitter, Facebook and restaurant review forums. We’ve mobilized online fans by generating online dialogs and reinforcing that Cheeseburger in Paradise is listening to—and welcomes—consumer feedback. These efforts have encouraged hundreds of satisfied guests to become online ambassadors for the restaurant.

Whether generating buzz, creating a forum, or driving direct sales, continuous dialogue is essential for success in new media.

Join The Conversation

Got ideas? Share them with us on the Rawle Murdy blog at www.RawleMurdy.com/blog

‘Giving Back Award’ Honors Rawle Murdy Pro-Bono Work

CATEGORY: CREATIVE SPIRIT (Pro Bono Services)

Rawle Murdy Associates

Spreading the word for the greater good

In the business of public relations and advertising, the best work comes from the marriage of local and heart. After weeks or months of digging for insight, the perfect solution often arrives like a lightning bolt—a brilliant moment whose working precision belies its difficult conception.

Lauren Carter remembers when one of these “aha” moments occurred in the creative exec room at Rawle Murdy. A dozen employees were poring over research about the Charleston Animal Society (CAS), attempting how to shift the “dumb image of the local ‘dog pound’ into something as shiny and bright as the new dog being built for it. “We didn’t want to go down the path route,” says Carter, who helped lead the pro-bono project team and then a list of what they achieved: national news coverage, TV, radio, and print.

The Charleston Animal Society website experienced 10,000 views in the “weekend” website, 5,000 Twitter downloads, and a nationwide 100,000+ views in the each month for an entire year.

Rawle Murdy was awarded a Client Award—the industry’s highest award—from the Public Relations Society of America.

Rawle Murdy organized a presidential jet campaign for the Charleston Animal Society.

By electing a CAS “president” Pining a dog against a cat could make people take notice; make some checks adopt more than 100.

It proved a brilliant idea that helped launch the CAS with a bang. It also earned the society and Rawle Murdy over five national media mentions including The New York Times, and major industry awards. Firm insiders can’t think of what we do the day. “They saw WINOS as a movement, and that changed everything.” Company chairman David Rawle doesn’t know how it could work any other way. “I can’t imagine doing anything by half. That’s the way the Great Gatsby and coming up a foot short” For him, it has all been about making a difference since the firm’s inception.

“WE’RE HUMBLED BY THE RECOGNITION. SO MANY IN THIS COMMUNITY GIVE SO MUCH, AND WE’RE PLEASSED TO HAVE A TALENTED TEAM WHO CAN SHARE THEIR GIFTS.” —BRUCE MURDY

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more than 20 years ago. Spinks founded USA, the effort to raise money after Hurricane Hugo, and the Coastal Community Foundation, among numerous others, have all been on the receiving end of this sense of duty.

It’s a philosophy that extends throughout the company. “We’ve written down our values and shared them with employees,” says president Bruce Murdy. “Personal development is on the line, and going back to one way we achieve that—Collins Fray.

Rawle Murdy helped us see that our team was an exceptional program,” says Greg Thomas. “WINOS is a movement that proves the importance of a social and emotional education.”

Campaign Strategists
Pro Bono Profile:

WINOS for Kids
WINOS generated identifying WINOS as a movement helped the organization take flight.

Rawle Murdy generated thousands of dollars in contributions to WINOS.

Rawle Murdy has been recognized as a model by Scholastic, AfterSchool magazine and the National Association of Elementary School Principals.

Charleston Animal Society
(2008-2009)

Spinks & Rawle was created—and re-affected the winning campaign method list of results:

- Double digit increase in adoption rates by 2007 and 2008
- \$257,000 worth of media coverage (print, TV, radio, and internet)
- The Charleston Animal Society website experienced 10,000 views in the “weekend” website, 5,000 Twitter downloads, and a nationwide 100,000+ views in the each month for an entire year
- Rawle Murdy was awarded a Client Award—the industry’s highest award—from the Public Relations Society of America

rawlemurdy.com

Rawle Murdy’s ongoing pro-bono initiatives were recently honored by *Charleston Magazine’s* Giving Back Award. For the complete story (and video) visit www.CharlestonMag.com/GivesBack1.

New Pig Campaign

Planning insights led us to our new brand campaign for Piggly Wiggly, focusing on the ‘real’ connection between Pig guests and the stores they love! In addition to TV, the new campaign is supported with online, radio, outdoor and print.



Rawle Murdy Creates App for Parkay®

Communication Arts, the premier source of inspiration for all aspects of visual communications, has featured Rawle Murdy’s “Talking Tub” iPhone app created for Parkay®. It says “butter” and more!



There's an app for that...

The "app" craze has developers and marketers looking to strike it rich, but is it the right strategy for your brand?



by Jeff Webster

In September, Apple surpassed the 2 billion mark in downloads at its App Store. That's a staggering statistic when you consider that Apple reached the milestone in a little more than a year.

With more than 50 million iPhones and iPod Touches in the marketplace today—and Apple fueling the fire with a catchy, deep-pocketed campaign highlighting unique apps—application developers and brand marketers are lining up to get their piece of this ever-expanding pie.

Apps have joined social media as the prevailing buzzword, being tossed around freely in brainstorm sessions and client meetings. The hype is akin to the early days of the Web, but it may still be too early to anoint the app as a "must have" element in your brand's marketing mix.

As with any marketing tactic, it's important first to determine whether an app is in service of your business and communication goals. Many brands have decided that apps make sense for their businesses. Apps may be the right tool for you too—but you'll want to evaluate thoroughly before you jump on the bandwagon.



A small sample of the many Apps available at the App Store.

As you pursue the development of an app, here are some guidelines we think make sense:

- 1. Focus on utility over entertainment.** The shelf life of apps focused solely on entertainment can be fleeting. But if you create a useful tool—providing a solution or making your consumer's life easier, then you'll enhance the potential for success. Urbanspoon, Chevy Fuel Finder and Taxi Magic are a few that hit this mark.
- 2. Build in interactivity.** Apps that put power in the hands of the user are more likely to encourage interaction and connect users. Integrate customization, allowing users to segment content, upload information (comments, voting, photos and videos) and share among friends—all key elements of popular apps like Associated Press Mobile, iFitness and MyStarbucks.
- 3. Be true to your brand.** Whatever you choose to do, whether it's a branded game, information tool or lifestyle app, it should tie back to your overall brand position and integrate with your broader marketing program.
- 4. Have a plan (and a budget) for promotion.** There are very few instances of apps spreading virally, even more so now with new apps arriving in the store daily. Create ideas for how you intend to get the app in front of your target audience. Consider, for example, media relations, email marketing and social media channels.

If you've got a favorite app, let Jeff know what and why at jwebster@RawleMurdy.com. Jeff will share the info on the Rawle Murdy blog.

NEWS & EVENTS

Congratulations, Johnson Controls!

Newsweek magazine recently named our client Johnson Controls #11 among 'The Greenest Companies in America.' A well-deserved honor for this great 'Fortune 100' company. Congratulations!



Ad Age Touts 'Murdy's Law'



Ad Age recently featured Bruce Murdy's 'Top Ten' list of lessons learned while filling in as Piggly Wiggly's marketing director

this year. The industry pub named the list 'Murdy's Law,' and also discussed it in a major article.

Keeping Kids Cool



For our participation in this year's Trident United Way Day of Caring, Rawle Murdy helped beautify

Mitchell Playground, including planting trees to provide kids with much needed shade.