

The Latest Marketing News



By your Marketing Specialist – Sharon Acuff

SEPTEMBER 7, 2011

This newsletter is meant to give you news and information in the Marketing program area.

CONTENTS

Virginia Financial Literacy Summit.....	
Economic Trend Data on U. S. Retail Job Growth.....	
Secret’s Anti-Bullying Campaign.....	
Is a Picture (or graphic) Really Worth A 1,000 Words?	
School Store and Marketing Lesson Plans	
Articles of Interest	
Quotable Quote.....	

2011 VIRGINIA FINANCIAL LITERACY SUMMIT

2011 Virginia Financial Literacy Summit: We hope you'll join us as the [Virginia Jump\\$tart Coalition for Personal Financial Literacy](#) presents the [2011 Virginia Financial Literacy Summit](#) on **Oct. 10, 2011**, from 8:30 a.m. to 2:45 p.m. at the [Richmond Marriott Hotel](#).

“Jumping on Board With Economics and Personal Finance” is the theme for this special Summit. [Click here to register by Oct. 3, 2011!](#)

Get tools to help students with the **new high school graduation requirement in economics and personal finance beginning this fall**. An agenda and additional event details will be coming soon to the [registration site](#). Highlights include:

- **Date:** Monday, Oct. 10, 2011
- **Time:** 8:30 a.m. to 2:45 p.m.
- **Location:** [Richmond Marriott Hotel](#) — rooms available at \$109 per night for reservations made before **Sept. 21, 2011** (ask for the Virginia Financial Literacy Summit rate or Virginia Jump\$tart Coalition rate when making reservations)
- **Cost:** **FREE** event, including complimentary continental breakfast and lunch (\$50 value for food/beverage alone!)
- **Speakers:** Speakers to include Lolita Hall, director of the Virginia Department of Education Office of Career & Technical Education, talking about the new graduation requirement in economics and personal finance, the popular teacher panel and representatives from Virginia Credit Union, Old Dominion University Center for Economic Education, Virginia Cooperative Extension and more!
- **Audience:** Participants to include 300 middle and high school administrators and teachers
- **Sponsors:** We'd like to thank our 2011 sponsors for their generous support of this program! **Gold:** Wells Fargo Foundation, Virginia Bankers Association Education Foundation, Virginia Society of CPAs; **Silver:** Genworth Financial; **Tote Bag:** Virginia Credit Union League Education Foundation; **Bronze:** Capital One, NSWC Federal Credit Union, State Department Federal Credit Union and Virginia Credit Union.
- **Registration:** [Register online today](#) or call (800) 341-8189.

In 2009, the Virginia Board of Education (VBOE) unanimously approved a **one-credit course in economics and personal finance as a requirement for high school graduation, effective this fall for the 9th grade class during the 2011–2012 school year**. This special Summit is designed to offer Virginia’s school systems ongoing resources and teaching models for integrating the economics and financial literacy education requirement in the classroom.

[Register online by Oct. 3](#) or call (800) 341-8189 to register by phone. Please contact Planning Committee Chair Cherry Hedges of the Virginia Credit Union at cherry.hedges@vacu.org or (804) 560-5691 if you have any questions about this event or are interested in getting involved in the [Virginia Jump\\$tart Coalition](#).

Virginia Jump\$tart Coalition for Personal Financial Literacy
vajumpstart@gmail.com
www.vajumpstart.org

LOOKING FOR ECONOMIC TREND DATA ON U.S. RETAIL JOB GROWTH?

NRF's Retail Industry Indicators report pulls information from government data and NRF research to provide statistics on job gains and losses by industry and the job growth outlook through 2018.

http://www.nrf.com/modules.php?name=Pages&sp_id=1243

SECRET'S ANTI-BULLYING CAMPAIGN APPEARS TO GET FACEBOOK FAN ENGAGED

Racking up six- and seven-figure fan counts on Facebook is remarkably commonplace (with more than 100 brands now at a million or more fans and more than 500 with 100,000 so far). Getting fans to ever engage with a brand page again after falling in like with it is much less common.

But Procter & Gamble Co.'s Secret deodorant appears to be having unusual success generating engagement around a "Mean Stinks" program that combats bullying -- one that also appears to be helping brand sales.

Since launching the "Mean Stinks" program, which has also included a publicity tie-in with "Glee's" Amber Riley and an iAd campaign launched last month, Secret's already strong sales growth kicked up a notch. The brand had momentum anyway, with a current streak of 17 consecutive quarters of share growth, according to P&G. Sales are up 8% to around \$250 million in channels tracked by SymphonyIRI for the 52 weeks ended July 10, but they're up an even faster 9% for the 26 weeks ended June 26, a period affected by the "Mean Stinks" campaign that launched in January on Facebook. Secret, already the leading U.S. deodorant, saw its share rise 0.6 points for the past 52 weeks and 0.7 points for the first half of 2011.

Read the entire article [here](#).

Thoughts . . .

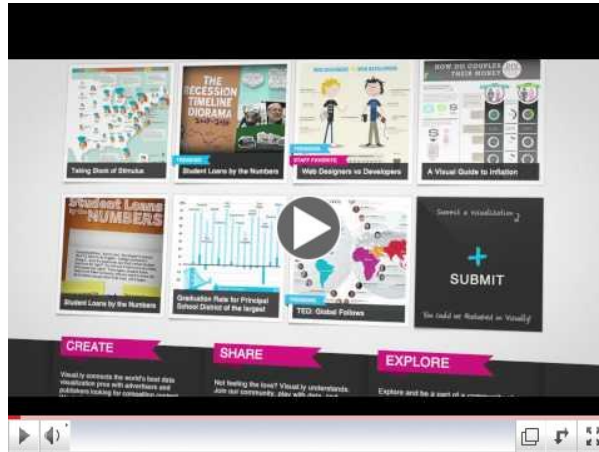
Nice use of social media for a public relations campaign. How would this campaign have fared without the use of social media? How would it have been different?

IS A PICTURE (OR GRAPHIC) REALLY WORTH 1,000 WORDS?

Is a Picture (or graphic) Really Worth 1,000 Words?

Visual.ly is a new platform for exploring, sharing and promoting great visualizations. It's also a service that connects datavis pros with advertisers and publishers looking for compelling content.

Watch this video for a better understanding of what this site can do, and see the sample below.



What is Visual.ly?

How social media is being used to hire/fire employees. Click [here](#) for full size version.



Thoughts . . .

How could we make use of infographics as educators?

SCHOOL STORE AND MARKETING LESSON PLANS

http://www.schoolpos.com/Lessons_.htm

ARTICLES OF INTEREST

[30 Universal Sales Truths](http://www.businessbrief.com/30-universal-sales-truths/)

<http://www.businessbrief.com/30-universal-sales-truths/>

[Five Interview Questions Every Small Business Owner Should Ask](#)

<http://www.openforum.com/articles/5-interview-questions-every-small-business-owner-should-ask?extlink=em-openf-SBdaily>

[Top Ten Business Tipping Etiquette Rules](#)

<http://www.openforum.com/articles/top-10-business-tipping-etiquette-rules?extlink=em-openf-SBdaily>

[7 Mistakes Bosses Make That Drive Employees Crazy](#)

<http://www.openforum.com/articles/7-mistakes-bosses-make-that-drive-employees-crazy?extlink=em-openf-SBdaily>

[What's Happening to Hewlett Packard?](#)

<http://www.openforum.com/articles/whats-happening-to-hewlett-packard?extlink=em-openf-SBdaily>

[Starbucks at 40: CEO plans for global growth](#)

Starbucks grew from a one-off shop started in 1971 by three friends at Seattle's Pike Place market into a ubiquitous U.S. brand. While there were growing pains that led to store closings and cost cutting, CEO Howard Schultz says the 40-year-old company is prepared for explosive growth around the globe.

<http://www.qsrmagazine.com/executive-insights/over-hill-40-years-sbux>

[Sears sees success with brand licensing deals](#)

Licensing deals that put Sears' signature brands such as Craftsman and Kenmore on the shelves at rival retailers appears to be paying off. Last week, Costco began selling Craftsman tools, joining Ace Hardware which added the brand last year. "As we externalize the brand, we're trying to be thoughtful about reaching shoppers we aren't reaching at Sears today," said vice president Kris Malkoski.

<http://www.forbes.com/sites/retailwire/2011/09/06/sears-sees-growth-selling-its-brands-in-others-stores/>

[Pop-up stores may fall victim to rising rents](#)

A rise in retail rents is likely to dampen the pop-store trend, although some companies will still use them to build awareness and try out new concepts. "There was a lot of vacant space and they had an opportunity to fill those spaces at very nominal cost," said real estate broker Faith Hope Consolo. "But that's not what it's about today."

<http://marketplace.publicradio.org/display/web/2011/09/01/am-popup-store-trend-could-be-subsiding/>

[Domino's Japan aims high with latest stunt](#)

The president of Domino's Japan unveiled a plan to build a pizza place on the moon, complete with a \$21 billion price tag. The chain is known for its publicity stunts in Japan, where last year it sought applicants for a part-time job that paid \$31,030 for one hour.

<http://adage.com/article/global-news/domino-s-japan-ceo-announces-plans-open-outlet-moon/229586/>

[Survey: Which retailers are best at cross-channel marketing?](#)

Slightly more than 1 in 10 retailers have the tools to check an online order in-store, and just over half are using "collaborative filtering" to offer customized suggestions for their shoppers, a survey found. Best Buy, Sears and Target are the most successful at cross-channel sales, according to the research.

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=157577

[Report: Half of burger chains are fast-casual brands](#)

Half of the top 75 limited-service burger chains in the U.S. are fast-casual establishments, the result of steady growth of small brands and "better burger" concepts, according to Technomic. Shake Shack, Smashburger and Mooyah Burgers & Fries are among the fastest-growing chains, the report said.

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=157677

[Lane Bryant debuts its own version of the skinny jean](#)

Plus-sized fashion retailer Lane Bryant will launch a campaign today to promote jeans and trousers made with new technology it says has a slimming effect. T3, Tighter Tummy Technology Trousers and Jeans, are made with a nylon and spandex control panel designed to make the wearer look a size or two smaller.

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=157810

QUOTABLE QUOTE

"The measure of a man's character is what he would do if he knew he would never be found out."

Thomas B. Macaulay