

News

News

News

News

News

Other Junk

PMG TODAY

THE UNUSUAL NEWSLETTER FROM THE USUAL PHOLKS AT PHOENIX



Surprise!
Jean
goes on
vacation!

JUNE, 2001 - "IT'S OUR FIRST TIME,
SO PLEASE BE GENTLE" ISSUE

NOT IN THIS ISSUE:

INDUSTRY TALK
Why Ogilvy sucks

ENTERTAINMENT
Dining Out with Tracey Nycz

HEADLINES
Jean Radtke: "WHAT gas shortage??"

Client pays invoice within 30 days!

(Page 3)

"TIP TO CLIP"

GIF VS. JPEG?

These two file formats are ideal for use in web-oriented situations, as they are both compressed versions of larger files. Both selectively discard data to compress the file, but the GIF format uses 8-bit color, efficiently compressing solid areas of color like line art, logos and illustrations with type, while the JPEG format uses 24-bit color and better preserves the broad range and subtle variations in brightness and hue found in photographs and other "continuous tone" images.

Deep Thoughts

by Jack Handey

Maybe, in order to truly understand mankind, we have to look at the word itself. "Mankind." Basically, it's made up of two separate words: "mank" and "ind." What do these words mean? It's a mystery and that's why so is mankind.

FAMOUS PUNCHLINES TO DIRTY JOKES!

"That's not guacamole, but help yourself."

"One Case Study at a Time"

No, not that 12-step process. This one has to do with the procedural outline we utilize daily in developing sound, solid case studies for our clients, and which we've got hermetically sealed in a 6-inch-thick, steel lockbox that we purchased recently from Al Gore.

However, we're just silly enough to let you in

on the secrets if you contact Ben Baker at 414/223-4848, #114. Cheers.

"NEW FACES AT PHOENIX" DEPT.

Actually, there are no new faces at Phoenix. Although, that thing on Tracey's lip cleared up. Does that count?

The Saint Comes Marching In

St. Vincent de Paul is proud to announce they've undergone some changes from the old "blue-and-white drop-off box" days. With the help of Phoenix Marketing, a newly designed logo, accompanied by a new positioning statment, "At The Heart Of Giving," SVDP plans to launch a new community awareness program that includes print and broadcast, direct mail, outdoor advertising and public relations in an effort, at least initially, to make the public aware of the critical need for furniture and large appliances.



St. Vincent de Paul Society
At the Heart of Giving.

The campaign, themed "When you go to bed tonight, think about those who don't have one," will be marketed to both corporations and the community at large. Sales tools include an organizational kit that promotes SVDP's four major programs: their Meal Program, Volunteer Program, Family Resource Center and four Thrift Stores.

Since they began in 1833, SVDP has taken a strong, global stance in the fight against hunger and poverty for people of all colors, races and denominations. Call us for more info.

Electrology E-commerce Web Site Is Up After Much Pulling Out Of Hair

One of our oldest clients (make that one of the clients we've had longest) has her new Electrology Supply E-commerce site up and running. Finally. It was quite a project, taking the old gajillion-page printed catalog and bringing it into the 21st century, but Prestige Electrolysis Supply is quite happy with the results, as is Phoenix.

Jane Leahy - owner, president and savior to many the mustachioed lass and not-quite-fully-evolved lad - is happy it's over. In an effort to save a little advertising money (wouldn't you know it), Jane took it upon herself to re-photograph every product she sells with Phoenix's digital camera and then dump the pile in Creative Director

Charlie Radtke's lap. The results were well worth the effort. "I absolutely LOVE the sight," says Jane. "Taking over 500 pictures was a bit tedious, but then, so was having to see Charlie twice a week."

If you'd like to see the results, log on to www.prestigeelec.com. If you'd like to see Charlie, you need to get out more.

Client of the Month

Our very first "Client of the Month" award goes to Michele "Pep" Zgola from Johnson Controls for giving us 104 new Case Studies that need to be produced by noon Friday. So far, Charlie and Ben have gone three weeks and two days without sleep! A new record!!!! Thanks, Pep!

Want to contact us?

Phoenix Marketing Group, Inc. is open Monday through Friday from 8:00 AM to 5:00 PM. Contact Ben Baker, Public Relations Director, by phone at 414/223-4848, X114. Ben can also be contacted via e-mail at bbaker@phoenixmgi.com.

HOROSCOPE

GEMINI (May 21-June 22) Geminis are a nuisance. Their negative traits, which are many, include thinking they're twice as smart, funny, charming and good-looking as everybody else, which only makes them twice as annoying. Most Geminis also smell funny. Famous Geminis include the Barbie twins, Cybil and Public Relations Director, Ben Baker.

PHOENIX MARKETING GROUP, INC.
222 East Erie Street
Milwaukee, WI 53202
414/223-4848 FAX: 414/223-4489
www.phoenixmgi.com