

News

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Andy Rooney

# PMG TODAY

THE UNUSUAL NEWSLETTER FROM THE USUAL PHOLKS AT PHOENIX



Jean shares her winter vacation photos.

JULY, 2001 - "O.J.'S SEARCH FOR THE REAL KILLER UPDATE" ISSUE

## NOT IN THIS ISSUE:

### INDUSTRY TALK

How to score, then fold

### ENTERTAINMENT

Jean's vacation photos, volume 216

### HEADLINES

Bush sends Cheney abroad

## Neosporin found to work wonders on die cuts

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## "TIP TO CLIP"

### PDF OPTIONS

When you request a document to be made into a PDF file for use in e-mailing or on your web site, be sure to tell us whether your interests are to keep the file small, thereby leaving the graphic elements at 72 dots per inch (low resolution), or whether you want to maintain a "decent" resolution to the graphics for use in enlarging on your monitor and for print quality. Both can be achieved, but you'll increase the size of the file as you gain resolution. The type will stay clean in either case.

## Top 10 Times in History When Using the "F" Word Was Totally Appropriate

#8:

"What the \*\*\*\*\* was THAT?!"  
- Mayor of Hiroshima

## "IT MADE PERFECT SENSE AT THE TIME" DEPT.

You're not drunk if you can lie on the floor without holding on.

## Absolutely the Best Party

We at Phoenix have always enjoyed a good party. That's why, for the fourth year in a row, we're part of the volunteer committee that heads up the Wisconsin AIDS Fund's largest annual fund raiser. Renamed "Absolutely the Best Party" (formerly "Absolut Benefit"), the proceeds are used for HIV/AIDS education and prevention programs in Wisconsin. Our own Charlie

Radtke will design and produce the event's promo materials. Following in Jean's footsteps from the 2000 benefit, PR Director Ben Baker is chairing this year's benefit committee. Phoenix is proud to be associated with WAF and its accomplishments in the fight against AIDS. If you'd like to get involved in this year's benefit, just give Ben a call at 414/223-4848, extension 114.

## 2Tek Corporate ID Is 2 Cool

The company formerly known as "Twilight Solutions" has hired Phoenix to handle their new corporate image and branding campaign. We were asked to re-name the organization, which is headed by two African-American gentlemen and which specializes in the very best in computer-oriented

technical training and development. The name chosen was "2Tek," both to represent the heads of the company, as well as to highlight the areas of expertise offered. A full-blown corporate identity makeover



was launched, including a new logo and letterhead, et al.

A complete advertising/public relations plan is scheduled for kick-off in the latter part of 2001 and will include direct marketing and print advertising.

## "WHAT'S NEW AT PHOENIX?" DEPT.

Actually, there's not that much new at Phoenix. Although, that rash that Tracey had seems to have cleared up pretty much. Does that count?

## I-Casting: Casting your brand on the Internet

**WHAT AND WHY:** I-casting is a means of tapping the potential of the Internet as a valuable brand-building tool. B2B marketers are most interested in communicating with professionals and managerial types - 40% of the Internet user population. As the amount of time spent on the Internet rises, so does the marketer's opportunity to get more "face time" with customers and prospects.

**THE CONCEPT:** Partner with Web sites that tap into your audiences' personal information networks - the sites they turn to for news, research, competitive information, procurement, professional community involvement and personal development. Place news releases on trade publication sites; open a "storefront" in an industry "mall"; provide a resource link on organization sites; or sponsor a special section on a

site with industry subscribers. You'll enhance your company's brand and increase traffic/sales to your site.

**THE PROCESS:** Use key word searches to identify the places your target is reviewing. Develop a database of those sites, eliminating those that bring no value, and drop competitors. Pitch the partnerships, develop the content required and track the hits.

## Vendor of the Month

Congratulations and much thanks to Jenny "Get-A-Room" Gruesser from Mandel Graphic Solutions (they're "not just a printer," you know) for the free gross of bagels and for not misplacing our print jobs on their shipping docks for two straight months in a row!

## 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](mailto:bbaker@phoenixmgi.com).

## \* \* \* HOROSCOPE \* \* \*

**CANCER (June 21-July 22)** "Cancer" has long been regarded as the stupidest name for an astrological sign anybody could possibly have come up with. Why not "SCURVY" or "INCONTINENCE?" All that can be said about Cancers is that they seem to be totally devoid of talent in every area imaginable. Famous Cancers include Debra Winger and most clergy.

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