



The world premiere of "Jean 3-D" opens at selected theatres way too near you.

AUGUST, 2005
SWIMSUIT ISSUE

NOT IN THIS ISSUE:

INDUSTRY TALK
The Internet: Just a Fad?

ENTERTAINMENT
Milwaukee's "Hunkiest" Creative Directors

HEADLINES
New 42-inch Plasma Laptops

Apple introduces digital toilet, iPeed

(Story on page 3)

"TIP TO CLIP"

THE FOCUS ON FOCUS GROUPS

Focus Groups are used to explore opinions, perceptions, values, attitudes, motivations, and behavior. When a business or organization wants to know the range of answers to questions they have, a focus group is the best tool. The key to the usefulness of focus groups is to be sure that you have enough groups to accommodate the range of differences with your target population. You also want to be sure that the groups as a whole represent the target population. (Our thanks to Donna Cangelosi from "Illuminé Consulting" for this "Tip To Clip.")

A Thought For the Day:

A fool and his money are soon partying.

WHAT TO SAY WHEN SOMEBODY ASKS YOU IF YOU SLEPT WELL

"No, I made a few mistakes."

Illuminé Sheds Some Light

"Market Insights" hired Phoenix to re-brand and position the company vs. its large competitors who don't perform as well as Market Insights, and to help increase awareness and sales with hospitals and Fortune 500 companies throughout the US. Phoenix re-named the company "Illumine"



Consulting," positioned them as "Truth and Guidance in Decision Making," developed the brand definition and presentation, interviewed customers, developed case studies, a brochure, a direct mail program, a website, and promoted presentations and tradeshow. Now, the light is just right!

RESTAT Puts a Face on Prescription Benefits Management

To help raise awareness and generate leads for "RESTAT Prescription Benefit Managers," Phoenix Marketing Group helped design a print ad campaign that highlights RESTAT's capabilities that maximize health benefit value to their customers through their four cornerstones – Independence, Technology, Responsiveness and Savings.



Phoenix created a series of testimonial print ads that are running nationally in targeted publications that reach TPAs, brokers and self-funded employers in the employee benefits and HR markets. At "PMG Today" press time, three of the four print ads have been produced and published, with the final ad in the series coming in late September 2005.

PHOENIX MARKETING GROUP, INC. LAUNCHES NEW WEBSITE

If you haven't already been made aware, Phoenix has launched its new website, replacing the old, kerosene version we launched back in 1887. Now you'll be able to see all the latest work Phoenix has done in all the different areas we do work in. And we'll keep it updated regularly, so check in often!



You'll also be able to view and download all the past issues of "PMG TODAY" to keep yourself educated and entertained for hours, as well as see what Jean and Charlie looked like in high school. We'd love to hear your comments, so take a few minutes to peruse www.phoenixmqi.com. Enjoy!

Client of the Month

Hats off to Cardinal Capital Management and the Grand Opening of "Water Tower View" senior housing for the deaf, hard-of hearing and deaf-blind. WTV is the first facility of its kind in the state, and only one of 14 nationwide, with state-of-the-art communications and design, and Phoenix Marketing Group is proud to have been part of its promotion.

Want to contact us?

Phoenix Marketing Group, Inc. is open Monday through Friday from 8:00 AM to 5:00 PM, CST. You can contact Jean Radtke by phone at 414/771-1044, extension 112, or by e-mail at jradtke@phoenixmqi.com.



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HOROSCOPE

LEO (July 23 – August 22) The sign of the lion, Leos are some of the most attractive, kind, considerate and generally wonderful human beings to ever walk the Earth. Yes, my girlfriend is a Leo. So what? Famous Leos include Mother Theresa and anybody who's ever won a Nobel Peace Prize. And my girlfriend. Shut up.