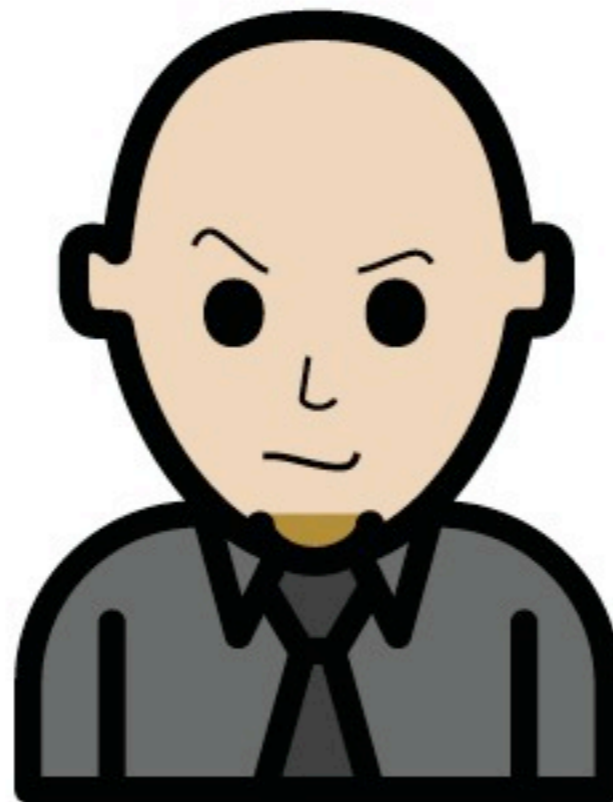


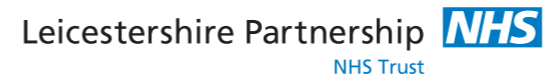
JAMIE MOLLART

Associate Director at Rock Kitchen Harris



ROCKKITCHENHARRIS





MEDIA MYTHS

**THE WORLD OF
MARKETING IS NOT
FULL OF...**



LOTS OF...



**AS AN INDUSTRY
WE TALK A LOT OF**





**BUT THAT'S
BECOME HARDER
BECAUSE OF...**



http://www





**THE WAY WE
WORK HAS HAD TO
CHANGE**





OLD

=

FACT BASED (USP)

PRODUCT HEAVY

HARD SELL

NOW YOU DON'T HAVE TO TRADE IN YOUR FAMILY TO OWN A SPORTS CAR.

THE BMW 320i "S" PACKAGE.

In the past, the BMW 320i has been affectionately described as a "high-performance driving machine cleverly disguised as a practical family sedan."

Now, however, BMW engineers have designed a group of sports options that will significantly alter this characterization.

It is called the "S" package and it is available—in severely limited numbers—for the first time in the United States. (And available in white, black or Polaris silver only.)

NOT ONLY HARD TO GET, BUT HARD TO EQUAL.

In a time when more than one journalist has bemoaned the fact that today's "performance breakthroughs" all too often take the form of racing stripes and decals, the BMW 320i is indeed remarkable.

The "S" package is all the more so. A front air dam, limited-slip differential and the addition of a rear torsion bar and a larger front torsion bar dramatically improve its already

prodigious handling characteristics.

Light alloy wheels, halogen high-beam headlights and fog lights, and two electric rearview mirrors for both sides contribute meaningfully to the requirements of the serious driver.

Recaro sports seats hold the driver and copilot firmly in place. And a leather-bound sports steering wheel and a black, moroccan leather gearshift knob provide the perfect grip and feel for high-performance driving.

Yet, while the "S" package may be serious enough for the Nürburgring, it is far from Spartan.

A dual-operation sunroof is standard—as are an AM/FM auto-reverse stereo tape cassette and the famous BMW deluxe tool kit that tucks neatly up into the trunk lid.

FEW CARS PERFORMED THIS WELL BEFORE POLLUTION CONTROLS.

The BMW power plant has long in-

spired awe within the automotive community. Press the accelerator and the 1.8-liter, four-cylinder, fuel-injected, overhead cam engine responds in a manner that would be impressive even by pre-pollution control standards.

Yet, the 320i "S" package (with 5-speed standard transmission) delivers an impressive 25 EPA estimated mpg, 36 estimated highway mileage and, based on these figures, an estimated mpg range of 383 miles and a highway range of 551 miles.

(Naturally our fuel efficiency figures are for comparison purposes only. Your actual mileage and range may vary, depending on speed, weather and trip length. Your actual highway mileage and highway range will most likely be lower.)

To judge the 320i "S" package for yourself, contact your nearest BMW dealer to arrange a thorough test drive.



THE ULTIMATE DRIVING MACHINE.
BMW, MUNICH, GERMANY.

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NEW

=

SAVVY AUDIENCE

LESS PRODUCT

NO HARD SELL



The new BMW X3

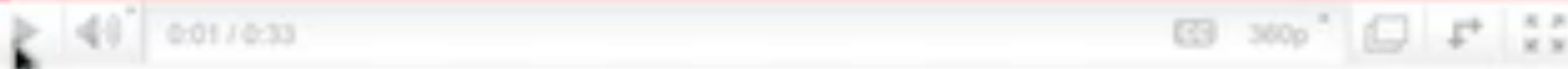


BMW Group of America

Coming soon. The new BMW X3 with xDrive.

**MORE CHANNELS
MEANS CLEVERER
CAMPAIGNS**

<http://www.youtube.com/watch?v=owGykVbfgUE>



WORKS BECAUSE:

WORKS BECAUSE:

- **AWARENESS OF BRAND EQUITY**

WORKS BECAUSE:

- **AWARENESS OF BRAND EQUITY**
- **CLEAR AIMS**

WORKS BECAUSE:

- **AWARENESS OF BRAND EQUITY**
- **CLEAR AIMS**
- **HUMOUR**

WORKS BECAUSE:

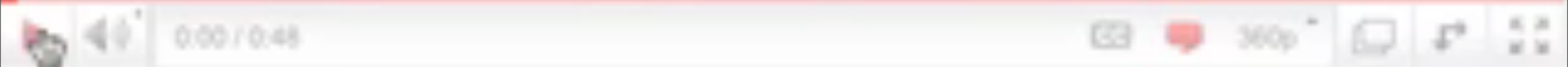
- **AWARENESS OF BRAND EQUITY**
- **CLEAR AIMS**
- **HUMOUR**
- **GOOD EXECUTION**

WORKS BECAUSE:

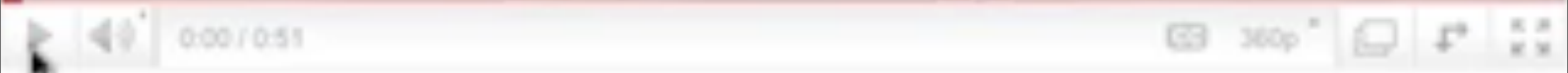
- **AWARENESS OF BRAND EQUITY**
- **CLEAR AIMS**
- **HUMOUR**
- **GOOD EXECUTION**
- **BUT...**

**THEY TOOK IT
FURTHER**

<http://www.youtube.com/watch?v=ive3vXv-XRk>



<http://www.youtube.com/watch?v=-fLV28SkZ8>



- **SIMPLE, CLEVER IDEA**

- **SIMPLE, CLEVER IDEA**

- **CHEAP**

- **SIMPLE, CLEVER IDEA**
- **CHEAP**
- **INTERACTIVE AND OPTED IN**

- **SIMPLE, CLEVER IDEA**
- **CHEAP**
- **INTERACTIVE AND OPTED IN**
- **USED EXISTING TOOLS**

- **SIMPLE, CLEVER IDEA**
- **CHEAP**
- **INTERACTIVE AND OPTED IN**
- **USED EXISTING TOOLS**
- **OVER 1 MILLION HITS ON YOUTUBE PER VIDEO**

- **SIMPLE, CLEVER IDEA**
- **CHEAP**
- **INTERACTIVE AND OPTED IN**
- **USED EXISTING TOOLS**
- **OVER 1 MILLION HITS ON YOUTUBE PER VIDEO**
- **SALES UP 107% IN MONTH AFTER CAMPAIGN**

GOOD IDEA
+
CLEVER USE OF
RESOURCES
+
INTERACTION
=
RESULTS

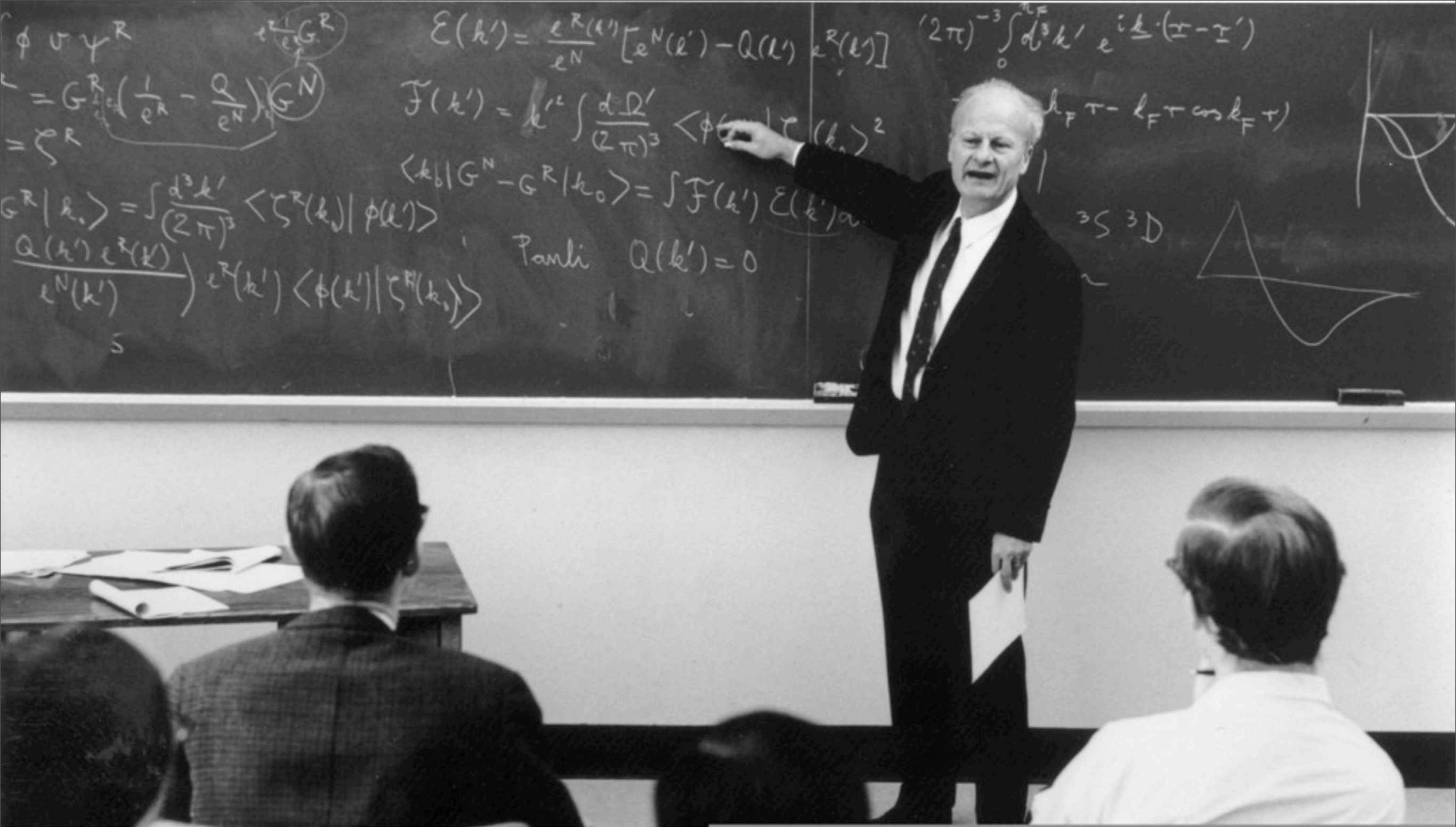
Good News,
Everyone!



**THERE IS NO
REASON WHY YOU
CANNOT DO THE
SAME**



SOME IDEAS



GROUND RULES

**1) SMALL
BUDGETS MEAN
YOU HAVE TO BE
MORE CREATIVE**

**2) IF YOU HAVEN'T
GOT MONEY TO
SPEND YOU *HAVE*
TO SPEND TIME**

**3) KNOW WHAT
YOU CAN SPEND**

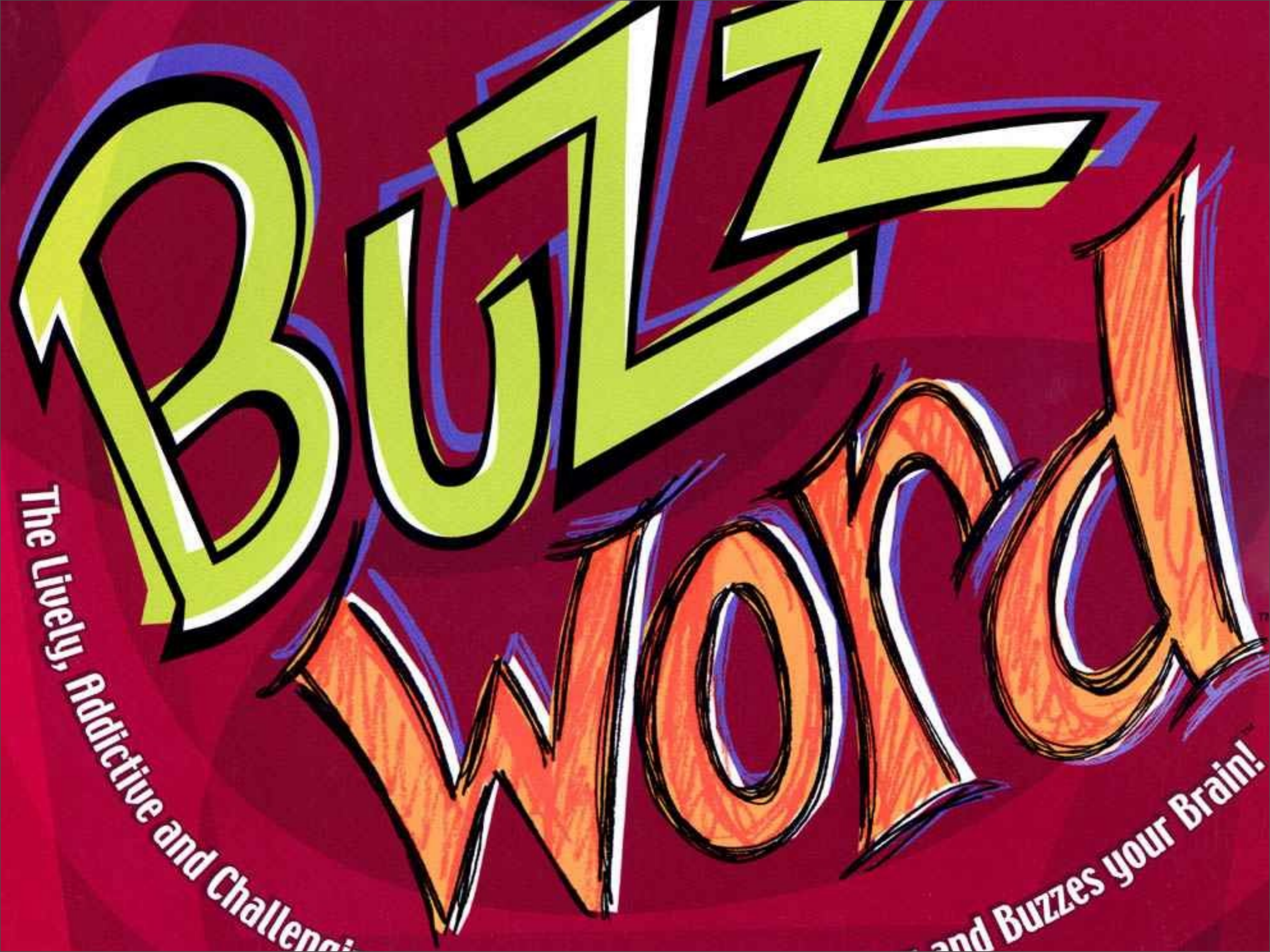
**4) DON'T WASTE IT.
ONE AD IN THE
MERCURY DOES
NOTHING**

**5) DON'T BUY
BRANDED MUGS,
PENS OR RULERS**

6) SET AIMS

**7) MEASURE IT.
EACH VISITOR TO
MY SITE IS WORTH
£X**

SOCIAL MEDIA



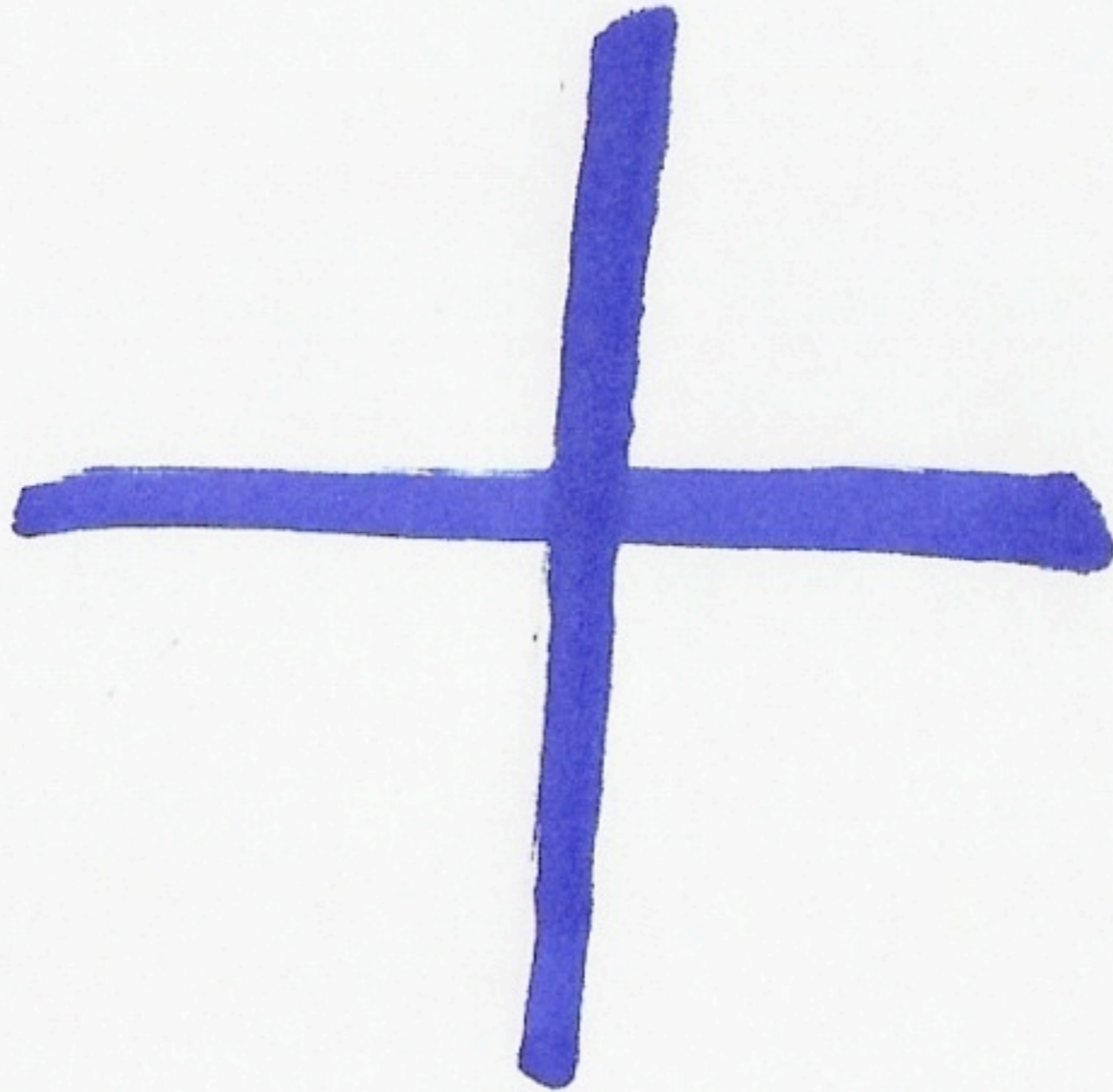
The Lively, Addictive and Challenging

and Buzzes your Brain!

**SOCIAL MEDIA IS
ABOUT SHARING
IDEAS**

SOCIAL MEDIA IS







**MARKETING HAS
ALWAYS AND WILL
ALWAYS**

**BE ABOUT
TELLING PEOPLE
ABOUT
SOMETHING**

**AND HOPING THEY
LIKE IT ENOUGH
TO BUY IT, AND
THEN TELL
OTHERS**

so,

**WHERE DOES
SOCIAL MEDIA SIT?**

PUBLIC RELATIONS

OR

CRM

OR

DATABASE

OR

CAMPAIGN

OR

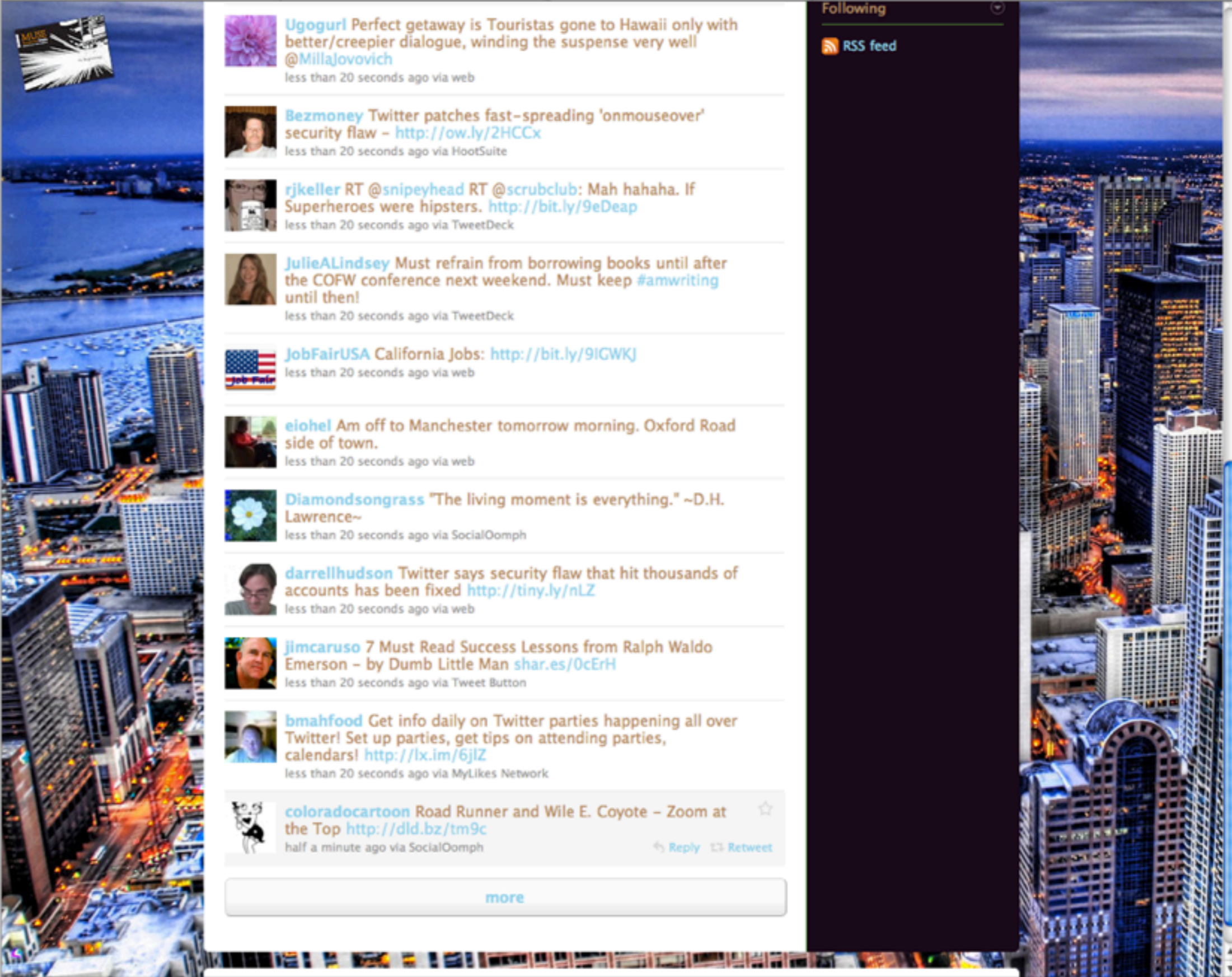
BRANDING

TWITTER

Twitter / Home

http://twitter.com/ RSS Google

Mail - Inbox (1) - jmollart@rkh.co.uk Rock Kitchen Harris - Calendar Twitter / Home



Ugogurl Perfect getaway is Touristas gone to Hawaii only with better/creepier dialogue, winding the suspense very well @MillaJovovich
less than 20 seconds ago via web

Bezmoney Twitter patches fast-spreading 'onmouseover' security flaw - <http://ow.ly/2HCCx>
less than 20 seconds ago via HootSuite

rjkeller RT @snipeyhead RT @scrubclub: Mah hahaha. If Superheroes were hipsters. <http://bit.ly/9eDeap>
less than 20 seconds ago via TweetDeck

JulieALindsey Must refrain from borrowing books until after the COFW conference next weekend. Must keep #amwriting until then!
less than 20 seconds ago via TweetDeck

JobFairUSA California Jobs: <http://bit.ly/9IGWKJ>
less than 20 seconds ago via web

eiohel Am off to Manchester tomorrow morning. Oxford Road side of town.
less than 20 seconds ago via web

Diamondsongrass "The living moment is everything." ~D.H. Lawrence~
less than 20 seconds ago via SocialOomph

darrellhudson Twitter says security flaw that hit thousands of accounts has been fixed <http://tiny.ly/nLZ>
less than 20 seconds ago via web

jimcaruso 7 Must Read Success Lessons from Ralph Waldo Emerson - by Dumb Little Man shar.es/0cErH
less than 20 seconds ago via Tweet Button

bmahfood Get info daily on Twitter parties happening all over Twitter! Set up parties, get tips on attending parties, calendars! <http://lx.im/6jLZ>
less than 20 seconds ago via MyLikes Network

coloradocartoon Road Runner and Wile E. Coyote - Zoom at the Top <http://dld.bz/tm9c>
half a minute ago via SocialOomph

Reply Retweet

more

Following
RSS feed

Loading "http://twitter.com/", completed 64 of 65 items



**TWITTER IS ABOUT
SHARED
INTERESTS**



+



IDENTIFY TARGET MARKET

CoTweet™ — Jamie Mollart

http://standard.cotweet.com/search

Mail - (no subject) - jmollart@ekh... Rock Kitchen Harris - Calendar CoTweet™ — Jamie Mollart

co tweet [Inbox](#) [SearchPad](#) [Settings](#) [Help](#)

Search... Trending Topics: [Safadeza Oculta](#), [Jasmine Villegas](#), [Twitter got hacked](#), [Chuck Bass](#), [Cruzeiro Campello](#), and [#textareadanddeleted](#) [New Update](#)

Results for **litopia**

Litopia 2 hours ago
 >JM Barnes and Noble stock gets downgraded. Whoops! Looks like getting messy...
<http://cot.ag/adZLS2>

Johnquirkbooks 5 hours ago
 @Litopia Really can't see what all hoo-ha is about. Used well, it works. If not, same as other writing: it doesn't. Straightforward, surely?

Litopia 5 hours ago
 >JM Has present tense really taken over fiction? Personally I like present tense—more immediate...
<http://cot.ag/9zR1OD>

Litopia 9 hours ago
 >JM HarperCollins has signed a deal with the estate of Agatha Christie to become exclusive worldwide publisher. Wow!
<http://cot.ag/cF5az6>

Nobilis 18 hours ago
 Wow! @Litopia sure loves @philippajane.

Litopia 21 hours ago
 >JM Blog about why Girl with Dragon Tattoo needed a good edit. I totally agree, the middle is a mess...
<http://cot.ag/ci8p75>

[Subscribe to this query](#)

Results for **novel**

buybestprice just now
 Buy cheap Last Words: A Novel (Paperback) newly tagged "drama"
<http://amzn.to/bLVcsb>

TiffanyMorrow just now
 Every journalist has a novel in him, which is an excellent place for it.

ps3_4free4u just now
 The Novel Network : eBooks, Novels, Comics & more!
<http://bit.ly/cYqlal>

twizondotnet just now
 【70文字のレビュー募集】 Gossip Girl #2: You Know You Love Me: A Gossip Girl Novel
<http://twizon.net/ASIN/0316911488>
[#followmeJP](#) [#bookjp](#)

buybestprice just now
 Buy cheap The Life You've Imagined: A Novel (Paperback) newly tagged "divorce"
<http://amzn.to/aMFWAo>

gritz99 just now
 @techsassy your last tweet was the beginning of a Stephen King novel.

PairsonnalitesE

[Subscribe to this query](#)

Results for **#itchat**

JulieBritt 7 min ago
 Fun
<http://tinyurl.com/JulieBritt>
<http://tinyurl.com/JulieBritt2>
<http://tinyurl.com/JulieBritt3>
[#itchat](#) [#scribechat](#) [#amwriting](#) [#storycraft](#)

Jeff_Emmerson 1 hour ago
 It's Not Just a Book...It's EVERYthing!
<http://t.co/63i8b1J> [#memoir](#) [#itchat](#) [#amwriting](#)

GLHancock 1 hour ago
 Colonialism?
<http://www.dailywritingtips.com/maa-and-regional-colonialism/>
[#editing](#) [#copyediting](#) [#itchat](#) [#writechat](#)

SunSentinelKath 1 hour ago
 RT @Wecoachwriting: Support the freedom to read: Banned Books Week next week
<http://bit.ly/994gAp> [#books](#) [#itchat](#) [#writing](#)

LadyEleanorA 1 hour ago
 RT @Wecoachwriting: Support the freedom to read: Banned Books Week next week
<http://bit.ly/994gAp> [#books](#) [#itchat](#) [#writing](#)

Wecoachwriting 1 hour ago
 Support the freedom to read: Banned Books Week next week
<http://bit.ly/994gAp>

[Subscribe to this query](#)

Results for **writer**

jbrooksuk
 @manadar I hear Windows Live Writer is though.

blpshjk
 Make Money with Online Home Writer: Get paid to write online articles, books, manuals, newsletters, etc.
<http://bit.ly/bmV>

cheranae
 South Asians in US at Higher Diabetes Risk. Other Asian Immigrants: Susan Kreimer, Content Writer Sout...
<http://bit.ly/c5E5IZ>

callandrea
 South Asians in US at Higher Diabetes Risk. Other Asian Immigrants: Susan Kreimer, Content Writer Sout...
<http://bit.ly/c5E5IZ>

cardboardkungfu
 RT @GameRant: 'The Writer' is the LAST DLC
<http://gamerant.com>

wealthywriter
 'Alan Wake' DLC To Be Released With 'The Writer': Remember anyone keeping their...

[Subscribe to this query](#)

**SET YOURSELF UP
AS AN EXPERT**

Search for "AUTHOR" - Technorati

http://technorati.com/search?return=posts&authority=high&q=AUTHOR&x=0&y=0

Mail - (no subject) - jmolart@rkh... | Rock Kitchen Harris - Calendar | Search for "AUTHOR" - Technorati

Google pays me £128 an Hour
Get Started with Less than £3 and Earn up to £9000 a Month from Home! [SEE HOW >](#)

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Posts relating to "AUTHOR" (1363) [Facebook](#) [Twitter](#) [Email](#) [RSS](#)

[Click to refine this search](#)

Page: 1 2 3 4 5 6 7 ... 50

Look up **AUTHOR** at [The Free Dictionary](#)

Henrietta Lacks Author Rebecca Skloot Ditches Book Festival After Date ...
[The Huffington Post](#) — Authority 915
Best-selling author Rebecca Skloot has unexpectedly canceled her appearance at the ODU Literary Festival - a festival
4 days ago


Stephen Colbert To Author Sean Wilentz About Bob Dylan: Hes No Britney ...
[The Huffington Post](#) — Authority 915
Scroll down to watch video of the interview **Author** Sean Wilentz, professor of history at Princeton, has written
6 days ago

Ann Coulter Mistakenly Directs Comical Hate Mail to Author Michael Gross ...
[Gawker](#) — Authority 874
," the **author** of a recent, damning Sarah Palin profile. Now **author** Michael Gross has been receiving insane hate mail
5 days ago


Author Tim Wise Slams Ground Zero Mosque Opposition
[The Huffington Post](#) — Authority 915
After all, there is scarcely a square foot of land upon which we tread that is not, for someone, Ground Zero. I am sitting atop one now: a killing field for Cherokee, Chickasaw, Choctaw and Creek; a graveyard in which are buried the bones -- and if no longer the bones, then surely the dust -- of peoples whose ...
1 week ago

Neocon 'Team B' Author Yerushalmi: 'Islam Was Born In Violence; It Will ...
[Wonk Room](#) — Authority 765
I wrote last week that the new "Team B" report from neoconservative activist Frank Gaffney's Center for Security Policy on the threat of Islamic sharia law is notable for, among other things, the fact that its authors consulted with no actual Muslims or Islamic scholars in writing it. A key "expert" ...
1 day ago

Author! Author! Which WH Strategist Proposed "We Quit!" As the Way to ...
[Firedoglake](#) — Authority 701
They need a banner like this one on the White House fence. (photo: Foist via Flickr) When the August polls

Google Pays Me \$173 An Hour

Google has blessed me with a \$5000 a month at home job [See How](#)

Write for Technorati
Find out how to become a writer for Technorati.

Google Pays Me \$173 An Hour

Google has blessed me with a \$5000 a month at home job [See How](#)

The Technorati Top 100
The Technorati Top 100 tracks the most influential bloggers. See who's up, who's down, and what the blogosphere is paying attention to.

Loading "http://technorati.com/search?return=posts&authority=high&q=AUTHOR&x=0&y=0", completed 29 of 30 items

>JM Barnes and Noble stock gets downgraded. Whoops!
Looks like getting messy... <http://cot.ag/adZLS2>

about 4 hours ago via CoTweet

>JM Has present tense really taken over fiction? Personally I
like present tense- more immediate... <http://cot.ag/9zR1OD>

about 7 hours ago via CoTweet

>JM HarperCollins has signed a deal with the estate of Agatha
Christie to become exclusive worldwide publisher. Wow!
<http://cot.ag/cF5az6>

about 11 hours ago via CoTweet

>JM Blog about why Girl with Dragon Tattoo needed a good
edit. I totally agree, the middle is a mess...
<http://cot.ag/ci8p75>

about 23 hours ago via CoTweet

 De

14,000
FOLLOWERS

+

25,000 PODCAST
DOWNLOADS Q1

+



The image features two soldiers in silhouette against a bright, orange-hued sunset sky. The soldier on the left is walking towards the right, carrying a large backpack. The soldier on the right is standing and holding a rifle. The text 'RULES OF ENGAGEMENT' is centered in the middle of the image in a large, bold, black font.

RULES OF ENGAGEMENT

1)DON'T SPAM

**2) DON'T TRY
AND HARD SELL**

**3) ONLINE PEOPLE
BUY FROM PEOPLE
THEY TRUST**

**4) LISTEN TO WHAT
IS GOING ON AND
JOIN IN**

(habitat)

**5) IT TAKES TIME.
BE PATIENT**

FACEBOOK

**FACEBOOK IS
ABOUT SHARED
FRIENDS**

Facebook

http://www.facebook.com/home.php? technorati

Mail - (no subject) - jmollart@rk... Rock Kitchen Harris - Calendar Facebook

facebook Search Home Profile Account

Jamie Mollart
Edit My Profile

News Feed
Messages
Events (26)
Friends (1)

Ads and Pages
More

Friends Online

- Emma Johnson
- Jonna Iliffe
- Josie Henley-Einion
- Lee Coulson
- Roman Trystram
- Shani Whelan
- Kelly Somers
- Kendra Jackson
- Kevin Pickering
- Louis William Driver

See All

News Feed Top News · Most Recent 54

What's on your mind?

Ben Jetski The Land Worm aka. Jamie Mollart has confirmed his attendance on the 1st October... Can myself and Hannah Martin make his arms fall off??? I think so!
7 hours ago · Comment · Like · Remove Tag

View all 10 comments

Emma Johnson Ermmm.....Are you coming out this weekend...Ermmm NO! And i really super want you to :(But we shall see about the 1st. x
2 hours ago · Like

Jamie Mollart Come on Emma come play!
53 minutes ago · Like · Delete

Write a comment...

Lewis Hatfull Its my birthday soon. Im thinking Animal theme, body paint, fake fur, prints, and a lot of flesh :)
10 hours ago · Comment · Like

Jasmyne Mears and Gemma Sampson like this.

View all 6 comments

Paul Butler Fuck that, Mexican party: Sombreros, ponchos, tequila, corona, nachos, fajitas, taches and even masked wrestlers. . . Now that's a party!
9 hours ago · Like

Lewis Hatfull Paul, your a good friend. I have a lot of respect for you and occasionally admire you-but no, thats a silly idea
9 hours ago · Like · 1 person

Write a comment...

Linnea Eva Lovisa Holmer and 16 other friends wrote on Speneola Martinez's Wall for his birthday.

Speneola Martinez Thanks for all my birthday messages from my wonderful freinds! Will be down the crown for beers wednesday night from 7.30pm. Hope u can make it! X
2 hours ago · Write on Speneola's Wall

Linnea Eva Lovisa Holmer Happy birthday! x
2 hours ago · Comment · Like

Kevin Pickering Happy Birthday Spen! Hope you have a great day! x
10 hours ago · Comment · Like

Events See All

What are you planning?

- 26 event invitations
- FLIP Presents... ★★ RODKN... Thursday 10:00pm
- Stikkylips Friday 12:00pm
- Birthdays: Sam Beddoes, Speneola Martinez

People You May Know See All

- Mark Cotton 2 mutual friends Add as friend
- Laura Scott 26 mutual friends Add as friend

Sponsored Create an Ad

Exchange your nightlife

For one extraordinary night, Smirnoff is swapping British nightlife with another country. Tell us what to pack and you could be there.

Sarah Smith Kerr and Dean Deacon like Smirnoff GB.

Like

Requests See All

- 1 friend suggestion
- 14 group invitations
- 16 Page suggestions

Pokes

- Alex Saare · Poke Back

Get Connected

Kevin Pickering Chat (16)

Loading "http://www.facebook.com/home.php?", completed 150 of 151 items

Cheshire Oaks Designer Outlet's Photos - Wall Photos

Photo 37 of 37 Back to Album - Cheshire Oaks Designer Outlet's Photos - Cheshire Oaks Designer Outlet's Profile

Previous Next



A little midweek competition for all our facebook friends. We have got 30 fabulous Despatch Bags courtesy of our friends at North Face here at Cheshire Oaks. They are worth £69.00 rrp and we are going to give them to 30 of our friends. All you have to do is click 'Like' on this post and then 'Share' to post to your profile. Do this by midnight tonight and we will randomly select 30 lucky winners who will each receive one of these fab bags ! Good luck !

From the album:
Wall Photos by Cheshire Oaks Designer Outlet

[Share](#)
[Report This Photo](#)

Added yesterday

439 people like this.

[View previous comments](#) 50 of 157

People You May Know See All

ROUGH HILL Rough Hill Leicester
Add as friend

Events See All

26 event invitations

Sponsored Create an Ad

LONDON metropolitan university
[Summer Open Event](#)
See how London Met can work for you, visit us at our Open Day, 16th September. Click here for details.
Like

Make Your Own Solar Panel
The secrets to building your own Solar and Wind Power Generators for less than \$200, and go green at the same time...
Like

Photography Course
Click here to check out The Professional Photography Course. You study at home, in your own time, at your own pace. Get started today!
Like



http://www.youtube.com/watch?v=P_KI4RU78

0:00 / 1:33

360p



FACEBOOK ADVERTISING



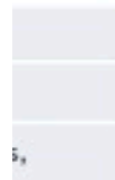
med his
h Martin make



But we



theme, body



s,

pect for



on Speneola

es from my
dnesday night from

Birthdays: Sam Beddoes, Speneola Martinez

People You May Know [See All](#)

- Mickey Phillips ×
5 mutual friends
[Add as friend](#)
- Linzi Bartram ×
54 mutual friends
[Add as friend](#)

Sponsored [Create an Ad](#)

Exchange your nightlife ×



For one extraordinary night, Smirnoff is swapping British nightlife with another country. Tell us what to pack and you could be there.

Sarah Smith Kerr and Dean Deacon like Smirnoff GB.

Like

Requests [See All](#)

- 1 friend suggestion
- 14 group invitations
- 16 Page suggestions

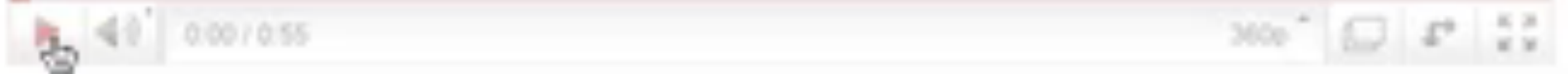
Pokes

- Alex Saare · Poke Back ×

Get Connected

- Who's on Facebook?
Find your friends
- Who's not on Facebook?
Invite them now
- Who's here because of you?
Track your invites
- Connect on the go
Try Facebook Mobile

http://www.youtube.com/watch?v=_ik_f53cNnU



Facebook | What do you want to advertise?

http://www.facebook.com/ads/create/?src=emu1&campaign_id=282141474901&placement=emuca&extra_1=0

rock kitchen harris

Mail - (no subject) - jmollart@rkh... Rock Kitchen Harris - Calendar YouTube - Want a job in PR? Take... Facebook | What do you want to a...

2. Targeting [Ad Targeting FAQ](#)

Location

Country: [?]

Everywhere

By State/Province [?]

By City [?]

Include cities within miles.

Demographics

Age: [?] -

Require exact age match [?]

Sex: [?] All Men Women

Likes & Interests

Estimated Reach

400 people

- who live in the **United Kingdom**
- who live within 25 miles of **Leicester**
- between the ages of **21** and **25** inclusive
- who like **marketing, public relations officer, advertising, design** or **marketing manager**

TOTAL SPEND £54

=

EXCELLENT NEW

PR EXECUTIVE

USE EXISTING TOOLS

Just watched Up next

Replay

Like

Share

 Breaking Down The O'Reilly - Obama Super Bowl
From: ncbtTV
Views: 4236
5:22 Featured video

 8:33
Top Gear - Futbol com Toyota Aygo e

 4:26
Feliz Cumpleaños Fran y Raul!!

 0:32
My 1993 VW Fox Wolfsburg Edition - I

 1:04
Volkswagen FOX - Brasil

1:44 / 1:44 360p [Share] [Fullscreen]

<http://www.youtube.com/watch?v=CSYxDz22DqY>

PUBLIC RELATIONS



OLD SCHOOL

**JOURNALISTS ARE
LAZY**



Friday, 11 March 2011



Friday, 11 March 2011



**GIVE THEM WHAT
THEY WANT &
THEY'LL PRINT IT**

Launde Abbey appeals for a £1m miracle

Launde Abbey, one of the Country's last remaining Church of England retreat houses, is launching a public appeal in a desperate bid to raise the £1 million it needs for essential renovation work. If the money cannot be raised by the beginning of September 2009 the doors of the Abbey, which welcome in around 20,000 people a year, will be forced to close for good, depriving visitors of the chance to benefit from its much needed sanctuary.

The Abbey itself is a beautiful Elizabethan manor house set in the rolling hills of the Leicestershire countryside, and boasts a large Victorian walled garden. It offers anyone and everyone somewhere to come and enjoy one of the rarest of commodities in the modern world - total peace and quiet. It is the ideal place for quiet reflection and soul searching, but its open door policy and residential capabilities mean it must conform to the latest health and safety requirements. Consequently, bare pipes, uneven floors and wheel chair access must all be brought up to standard in order for the Abbey to continue to offer its facilities to the public.

Run by the Launde Abbey Trust and serving in particular the Dioceses of Leicester and Peterborough, Launde Abbey is situated in the glorious English countryside east of Leicester where it has long provided sanctuary for people from all over the country. The £1m will secure the ongoing future of the Abbey, allowing it to continue as a place for spiritual support, refuge and silent contemplation, and as a conference centre for both the Church and for those wanting to develop their relationship with God. The money will also make sure that the beautiful building remains a fine example of English heritage for future generations to enjoy.

To fulfil legal requirements, the Abbey must carry out interior renovation work to its kitchens, dining room, staircase and bedrooms, and is appealing to parishes and church groups to get involved by organising events to raise cash for the cause.

Bishop of Leicester, Rt Rev Tim Stevens, is spearheading the appeal and comments:

Launde Abbey has been an oasis of peace, tranquillity, prayer and renewal for thousands of people over the last fifty years. In challenging times, when many people's lives feel precarious, the beauty of this setting and its open

HEADLINE

BASIC OUTLINE

EXPAND

QUOTES

welcome to all who need some space and time apart is a priceless gift.
Please help us to preserve it."

The Archbishop of Canterbury, Rowan Williams, has joined Bishop Stevens in pledging his support to the campaign:

"In the relentless pace and noise of modern life, it is all too easy to lose sight of our inner selves and our connection with God. Retreat houses offer a tranquil environment where we can pause and pray, finding spiritual nourishment in our otherwise hectic world.

Unfortunately, retreat houses are disappearing at an alarming rate. Launde Abbey is one of the finest we have, set in the glorious countryside of Leicestershire, and must be preserved. Over the years its buildings and surroundings have provided thousands of people a peaceful atmosphere in which to be silent and prayerful."

Launde Abbey stands firmly in the Christian tradition but welcomes everyone regardless of faith or religious tradition. It is a place of prayer where countless people - myself included - have benefited from being able to spend time in retreat. Please join me in helping to preserve Launde Abbey for future generations."

The appeal has a website, www.savelaundeabbey.co.uk, with news about the project, background and history of the Abbey, the work that it does, as well as voices of support – including Sir Cliff Richard.. Most importantly, the new website allows people to donate and details how the money will help take the Save Launde Abbey campaign forward.
~ends~

For more information, please contact Paul Muckle, PR Manager, Rock Kitchen Harris, 0116 233 7500, pmuckle@rkh.co.uk

QUOTES

WEBSITE CALL TO ACTION BOILER PLATE





Loade Abbey
House and Gardens
Private
Entrance Restricted to
Residential Guests and
Visitors by Appointment

Launde Abbey appeals for a £1m miracle

PROPERTY NEWS



Launde Abbey, one of the Country's last remaining Church of England retreat houses, is launching a public appeal in a desperate bid to raise the £1 million it needs for essential renovation work. If the money cannot be raised by the beginning of September 2009 the doors of the Abbey, which welcome in around 20,000 people a year, will be forced to close for good, depriving visitors of the chance to benefit from its much needed sanctuary.

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Run by the Launde Abbey Trust and serving in particular the Dioceses of Leicester and Peterborough, Launde Abbey is situated in the glorious English countryside east of Leicester where it has long provided sanctuary for the people from all over the country. The £1m will secure the ongoing future of the Abbey, allowing it to continue as a place for spiritual support, refuge and silent contemplation, and as a meeting place for relevant organisations. The money will also make sure that the beautiful building remains a fine example of English heritage for future generations to enjoy.

To fulfil legal requirements, the Abbey must carry out interior renovation work to its kitchens, dining rooms, staircase and bedrooms, and is appealing to the people who value its work to help.

Bishop of Leicester Tim Stevens is spearheading the appeal, and comments: "The Abbey has played an important role in the community for many years. We don't just want to see it shut up because of health and safety reasons, as it's so much more than just a building. It's helped thousands of people get

www.countryside-lavie.com

ARCHBISHOP OF CANTERBURY BACKS APPEAL TO SAVE RETREAT

£1million in four months or Launde Abbey closes

A SPIRITUAL centre faces closure unless campaigners can raise £1million by September.

Launde Abbey has launched a massive renovation project in order to comply with health and safety laws but time is running out to raise the cash. This week the Archbishop of Canterbury has called for help to save the retreat which provides support to communities in the Diocese of Leicester and Peterborough which offers a quiet place for people to relax and reflect on their lives. In a statement the Archbishop of Canterbury Rowan Williams expressed his dismay that to ensure the 40 bed retreat building, the 19th century listed house, is not being left to decay. "It is a precious piece of our heritage and must be preserved. It attracts 20,000 visitors each year. To join the Save Launde Abbey campaign visit www.savelaundeabbey.co.uk if it had to close."



Launde Abbey, which is facing an uncertain future

The Archbishop of Canterbury, Rowan Williams, has joined Bishop Tim in pledging his support to the campaign.

Launde Abbey is one of the most beautiful in the country and must be preserved.

Launde Abbey stands but welcomes everyone to be a place of prayer and - have benefited from it. Please join me in helping generations."

The appeal has a website news about the project, the work that it does, as Sir Cliff Richard and importantly, the new details how the money will be spent.

Save Launde Abbey!

Launde Abbey is launching a public appeal in a bid to raise the £1 million it needs for essential renovation work. If the money cannot be raised by September 2009 it will be forced to close for good. To play a part in saving Launde Abbey, please donate online at: www.savelaundeabbey.co.uk

CRUMBLING: CHURCH OF ENGLAND RETREAT NEEDS £1m TO AVOID SALE OR CLOSURE

Time running out for abbey

What it will cost

From a distance, it cuts an impressive figure in the heart of the countryside.

On closer inspection, the brickwork is crumbling, the stonework is weathered and wooden panels are held on by brittle iron nails.

Launde Abbey, a Victorian retreat, needs £1 million within five months to avoid closure or being sold off.

The abbey, one of the best Church of England retreats, has remained largely untouched since Launde Abbey Trust took over in 1985.

Launde Abbey, which is facing an uncertain future, is launching a public appeal to raise the £1 million it needs for essential renovation work. If the money cannot be raised by September 2009 it will be forced to close for good.

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- Archbishop Rowan Williams: £100,000
- Bishop Tim Stevens: £100,000
- Diocesan appeal to Leicester: £100,000
- Diocesan appeal to Peterborough: £100,000
- Electrical works, alarm and extension: £200,000
- Essential repairs to the glasshouse: £80,000
- Heating and hot water: £211,000
- Kitchen: £70,000
- Lift: £21,000
- New staircase: £24,000
- Original window restoration: £10,000
- Restoration work to the glasshouse: £20,000
- Restoration work to the abbey: £200,000
- Roofing work: £10,000
- Stonework: £10,000
- WCT: £200,000
- Contingency expenses: £20,000

by TERRY HALL

"I would be very happy if it were to close and people could no longer come here."

Visiting the 16th century abbey, in Leicestershire, is a stark contrast to the rest of the week.

The place is so beautiful, it would be so disappointing if the money couldn't be raised to keep it going.

"It has given me a chance to change my bedroom and show it to my friends."

"It is a pity that some have gone, it would be a shame if it were to close."

Launde Abbey, which is facing an uncertain future, is launching a public appeal to raise the £1 million it needs for essential renovation work. If the money cannot be raised by September 2009 it will be forced to close for good.

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APPEAL: The Rev Tim Stevens at the la-be ornamental ditch that needs renovation at the abbey

DIVINE APPEAL: 'HELP US RAISE £1MILLION TO SAVE PRECIOUS RETREAT'

Archbishop in abbey plea

by TERRY HALL

The Archbishop of Canterbury has called for help to save a retreat which faces closure if £1million cannot be found to restore it within five months.

Launde Abbey, a retreat set in the heart of the Leicestershire countryside, is launching a public appeal to raise the £1 million it needs for essential renovation work. If the money cannot be raised by September 2009 it will be forced to close for good.



Launde Abbey and, below, the Archbishop of Canterbury Rowan Williams, who has joined the battle to save the retreat

Launde Abbey is one of the best Church of England retreats, has remained largely untouched since Launde Abbey Trust took over in 1985.

The Archbishop of Canterbury, Rowan Williams, has joined Bishop Tim in pledging his support to the campaign.

Launde Abbey is one of the most beautiful in the country and must be preserved.



WHAT MAKES THIS A STORY?

INNOVATIVE?

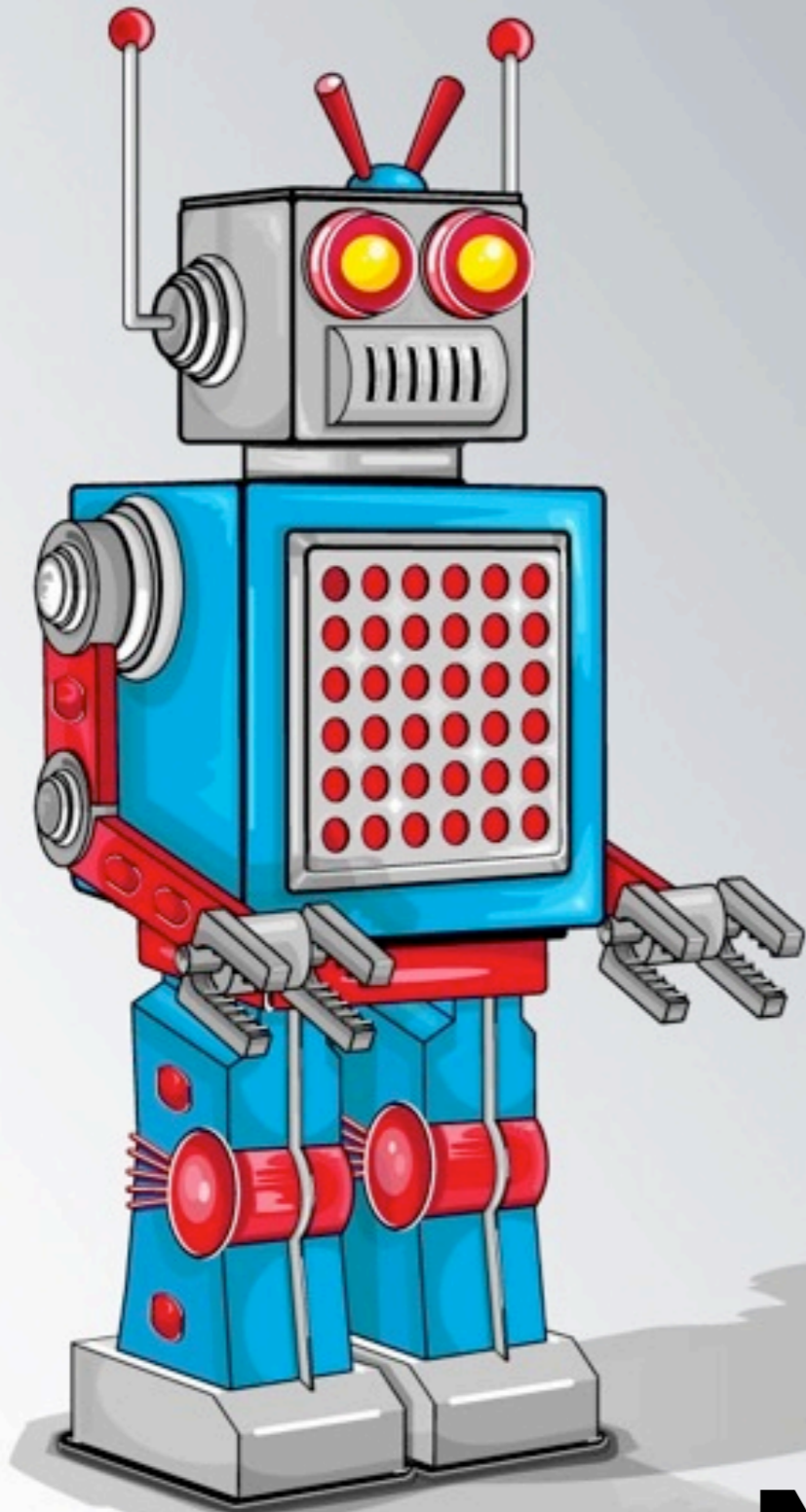
LOCAL INTEREST?

TOPICAL?

HUMAN ANGLE?

WHY WOULD I READ THIS?

FOLLOW IT UP



NEW SCHOOL

BLOG OUTREACH

Help! I Need a Publisher!

http://www.helpineedapublisher.blogspot.com/ RSS NICOLA MORGAN

Mail - (no subject) - jmollart@rkh... Rock Kitchen Harris - Calendar Help! I Need a Publisher! A 5-Step Guide to Blog Outreach ...

Share Report Abuse Next Blog» Create Blog Sign In

HELP! I NEED A PUBLISHER!

NICOLA MORGAN IS PROUD TO BE THE FIRST GOOGLE RESULT FOR "CRABBIT OLD BAT". SHE OFFERS CRABBITLY HONEST EXPERTISE TO WRITERS WITH TALENT AND A BURNING NEED TO BE PUBLISHED.

[HOME](#) [WHO AM I?](#) [CONTACT](#) [FOR SCHOOLS](#)

MONDAY, 20 SEPTEMBER 2010

YOUR NOMINATIONS, PLEASE

I'm in the process of composing my list of resources to go at the end of Write To Be Published. Obviously, I have a list I made all on my ownsome, but what would you like? Now is your chance to nominate your favourite blogs and websites.

Just add them to a comment, including a tiny something to describe them. Please include the whole URL, even if you can't make a live link.

I will then organise them - at my discretion - into a list for this blog and also a shorter list for the book. I want generous blogs with quality information. Do include blogs by unpublished writers but I will probably not include them in the book, as my focus for that is on expert advice, more than simple experience of trying to get published.

And to the acerbic commenter who, when I asked something like this before, accused me of using you to write the book: erm, it's the **BOOK OF THE BLOG!** *shakes head in bemusement / amusement*


POSTED BY NICOLA MORGAN AT 21:03 14 COMMENTS

M G t f s

LABELS: [WRITE TO BE PUBLISHED](#)

CONFLICT – WHY SHOULD WE CARE?

WRITE TO BE PUBLISHED WILL BE PUBLISHED BY SNOWBOOKS IN JUNE 2011



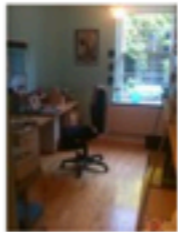
When I've written it...

NEW: FACEBOOK AUTHOR PAGE

Nicola Morgan, Author

facebook

Name:
Nicola Morgan,
Author



Fans:
283

**1) IDENTIFY
INFLUENTIAL
BLOGGERS**

TECHNORATI, POSTRANK, WIKIO.CO.UK

**2) IDENTIFY THE
PERSON BEHIND
THE BLOG**

**3) GET TO KNOW
THE BLOG, BUILD
A RELATIONSHIP**

READ IT, RSS, COMMENT, EMAIL THEM

4) MAKE YOUR PITCH

DO NOT BRIBE THEM OR HASSLE THEM

5) MONITOR THE RESULTS

UNIQUE URL, ANALYTICS

YOUR OWN WEBSITE



FIRST RULE OF WEBSITES

CONTENT IS KING



Google™



**CREATIVE
OPTIMISATION
AND
DEEP LINKS**

GOOD TO SHARE



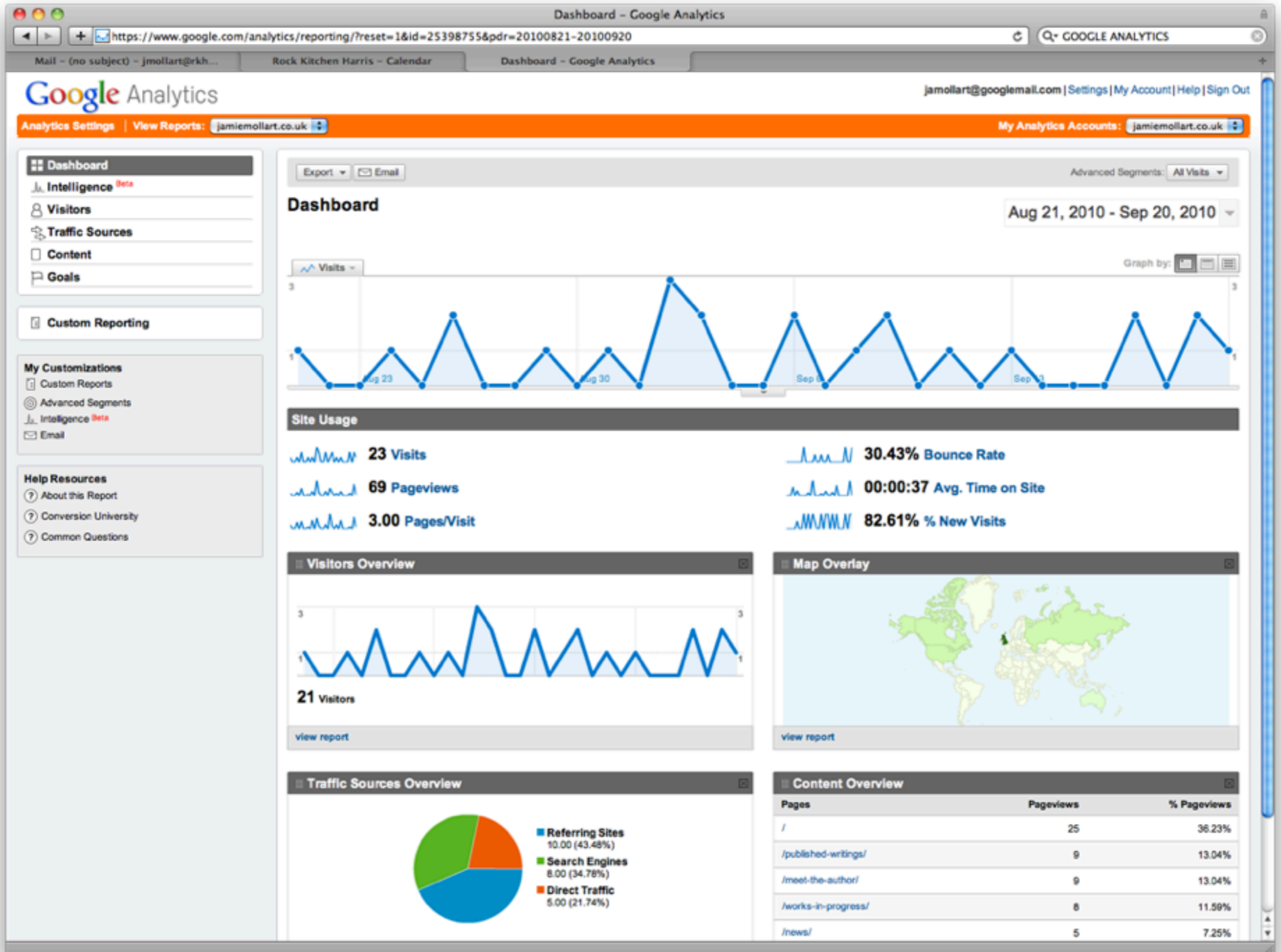
ShareThis

Social Web Post Send/Email

To ShareThis, click on a service below:

reddit	digg
Facebook	MySpace
del.icio.us	StumbleUpon
Buzz Up!	Mixx
Technorati	Google Bookmarks
Yahoo Bookmarks	Yahoo! My Web
Windows Live	Propeller
FriendFeed	newsvine
Xanga	LinkedIn
blinklist	Furl

ANALYTICS



COLLECT DATA AND RE-MARKET

Welcome to Peckish! - Peckish Bird Seed and Feeders

http://www.getpeckish.com/

Mail - (no subject) - jmollart@rkh... Rock Kitchen Harris - Calendar Welcome to Peckish! - Peckish Bir...

peckish
What Birds Want

Home Bird food Bird feeders Learn about birds Why Peckish? Contact Us

It's what we want!

One Two Three

It's what birds want

It's what your garden needs

Peckish is a great new way to make your garden a happy place for birds, by feeding them healthy food designed just for them. So if you know a fickle finch or a ravenous robin, we've got just the thing!

What birds want

We've listened to the birds so our range of products is the most bird-friendly on the market.

We've carried out extensive research to ensure that we have a range that is right for birds, giving them a balance of nutrients that compliment their natural diet. When birds feed on only grain based foods they become deficient in a number of

The big difference

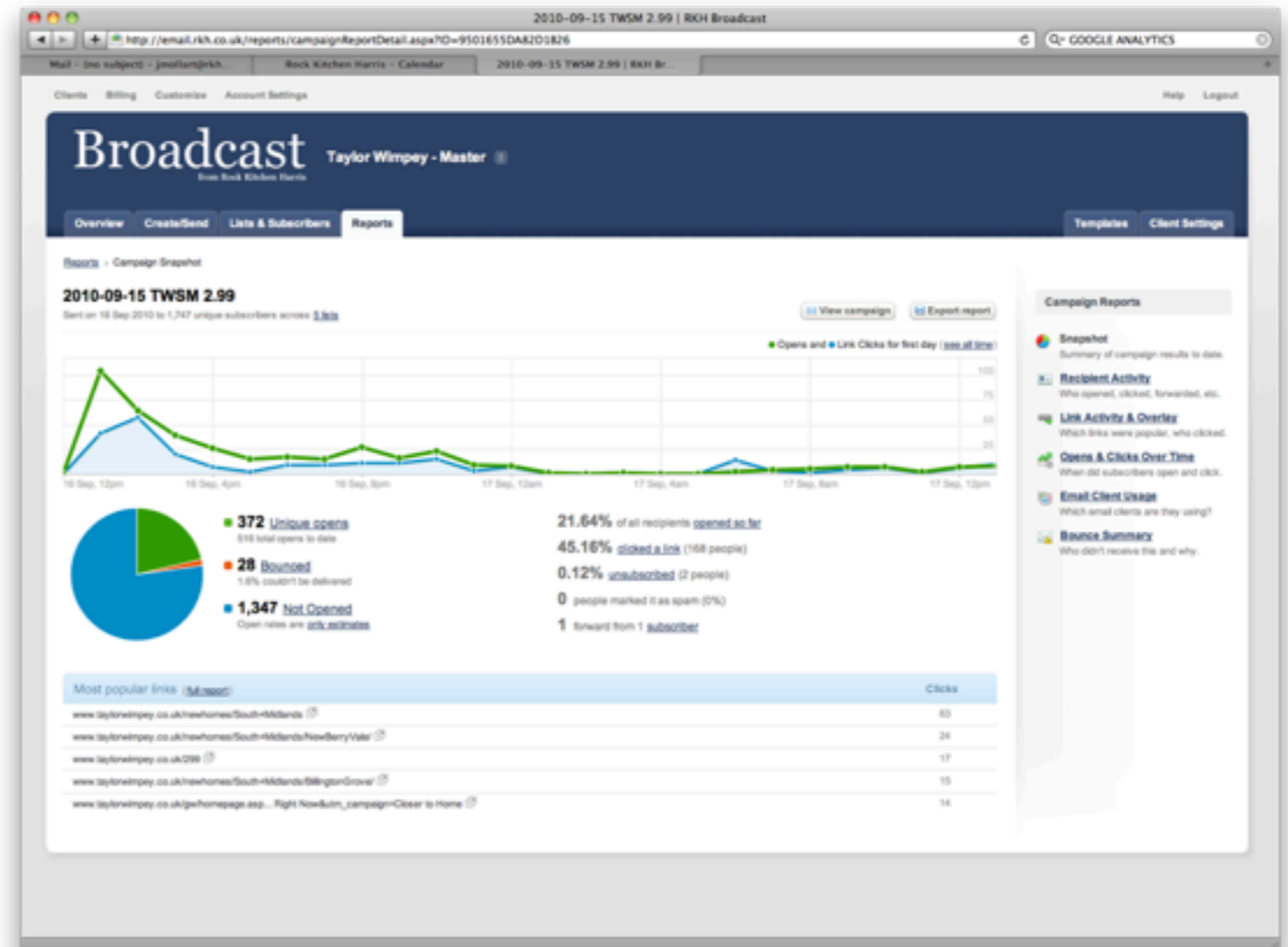
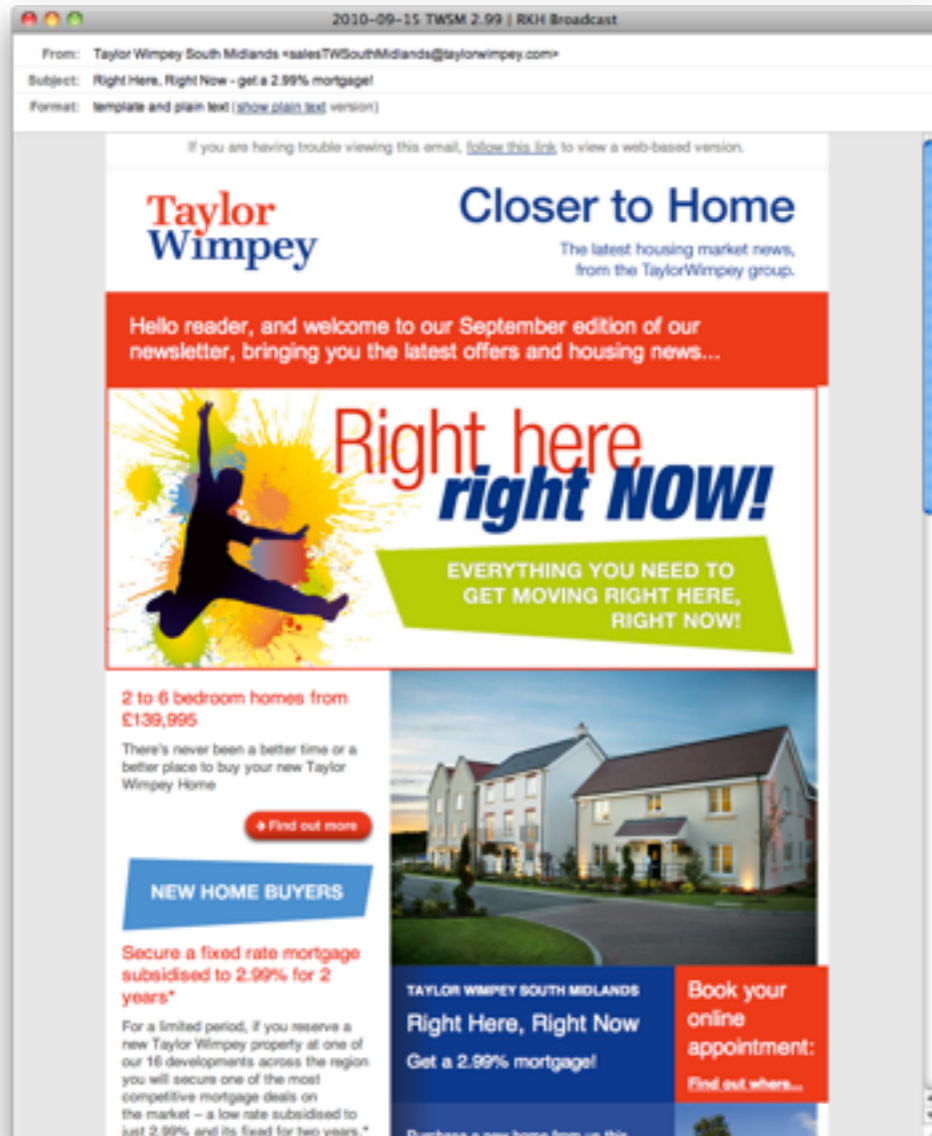
At Peckish we believe in instinctively approaching everything from a bird's eye view.

Our product range is based on real insight into what birds need and so delivering the best balanced diet, one that will build the healthiest, most diverse and loyal community of birds for you to enjoy.

Sign up for our newsletter

Get exciting Peckish news and special offers delivered to your inbox. Spam free!

[Sign up](#)



Timely and relevant

BEHAVIOURAL ECONOMICS

THE FOCUS OF THE IPA

**A WAY OF
LOOKING AT
CONSUMER
BEHAVIOUR**

- **LOSS AVERSION-** people place a higher value to an item in their possession. IE free introductory trial

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- **THE POWER OF NOW-** we engage less with future events than current events. IE £5 now or £7 friday

- **SCARCITY VALUE-** when we perceive something to be scarce we give it a higher value. IE limited editions

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- **GOAL DILUTION-** when multiple goals are pursued they are less effectively achieved than individual goals. IE apps, do 1 part of the internet really well

- **CHUNKING- Parts are easier than wholes. IE telephone numbers. Particularly important in forms**

- **CHUNKING-** Parts are easier than wholes. IE telephone numbers. Particularly important in forms
- **PRICE PERCEPTION-** The price that is demanded for something makes us value it. This is in some way counter intuitive. IE BOGOFF better than 50% off

- **CHOICE ARCHITECTURE-** choosing is relative to what you can have, not what you want. IE we only fight for what we want for a limited amount of time. I want earl grey, but will have a normal tea if no choice. Pre-filled in forms

BREAKS DOWN TO 2 QUESTIONS:

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- **WHAT COMPARISONS DO PEOPLE MAKE WHEN PURCHASING OR HOW IS IT FRAMED?**

BREAKS DOWN TO 2 QUESTIONS:

- **WHAT COMPARISONS DO PEOPLE MAKE WHEN PURCHASING OR HOW IS IT FRAMED?**
- **HOW CAN I MAKE THEIR DECISION EASIER OR MORE REWARDING?**

FINAL TIPS

- **BE CONSISTENT**

- **BE CONSISTENT**
- **FREE IS GOOD - TEASE PEOPLE**

- **BE CONSISTENT**
- **FREE IS GOOD - TEASE PEOPLE**
- **RESPECT THE MEDIUM**

- **BE CONSISTENT**
- **FREE IS GOOD - TEASE PEOPLE**
- **RESPECT THE MEDIUM**
- **GOOD IDEAS WILL GET YOU EVERYWHERE**

- **BE CONSISTENT**
- **FREE IS GOOD - TEASE PEOPLE**
- **RESPECT THE MEDIUM**
- **GOOD IDEAS WILL GET YOU EVERYWHERE**
- **ENJOY YOURSELF**

A group of people are practicing yoga in a studio. They are sitting on blue mats on a wooden floor, performing a series of stretches. The word "EXERCISE" is overlaid in large, white, bold, sans-serif capital letters across the center of the image. The background is a plain white wall with a wooden floor. The people are wearing various athletic wear, including tank tops, leggings, and sweatpants. The overall atmosphere is calm and focused.

EXERCISE

- **GROUPS OF 4/5**

- **GROUPS OF 4/5**
- **TAKE ONE OF YOUR REAL LIFE SITUATIONS**

- **GROUPS OF 4/5**
- **TAKE ONE OF YOUR REAL LIFE SITUATIONS**
- **ASSUME YOU HAVE NO OR LITTLE MONEY**

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- **PLAN A CAMPAIGN TO ACHIEVE YOUR AIMS**

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- **IDENTIFY TARGET MARKET**
- **DEFINE AIM OF CAMPAIGN**
- **PLAN A CAMPAIGN TO ACHIEVE YOUR AIMS**
- **PRESENT BACK TO GROUP**

THANK YOU FOR HAVING ME

