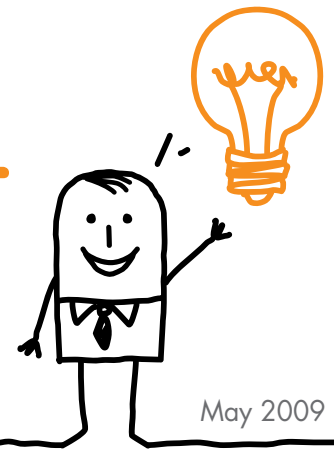


# Marketing Shorts

Quick ideas with lasting results from The Idea Factory



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## TORNADO WARNING

You may have seen the YouTube video: a pair of Domino's employees gleefully preparing food in a shockingly unhygienic manner. Much to the horror of the pizza chain, the video went viral a few weeks ago. Even several days after the story broke, the first page of a Google search for "Domino's" still returned at least three links related to the online debacle—one to the video itself, the others to a pair of stories by the New York Times and Fox News.

Though the workers who produced the video said it was a joke, and that the tainted food was never served, their claim did little to reassure the company or its customers. Domino's spokesperson Tim McIntyre told the New York Times, "Even people who've been with us as loyal customers for 10, 15, 20 years, people are second-guessing their relationship with Domino's, and that's not fair."

The company quickly posted a YouTube response from Patrick Doyle, president of Domino's USA. "The two team members have been dismissed and there are felony warrants out for their arrest," he says. "The store has been shut down and sanitized from top to bottom. There is nothing more important or sacred to us than our customer's trust."

**The Point:** As the Domino's story demonstrates, your company's reputation can be as vulnerable as a mobile home in tornado alley. Your Marketing Inspiration is simple: When the alarm sounds, be sure you have a plan for immediate response.



## The Short List

### 5 Ways to Make a Perfect Press Pitch:

1. Know who you're pitching to: figure out what reporter actually writes stories about businesses like yours. Once you know that, write an email or letter pitching your story and explain why it works.
2. Pitch a story, not a profile: columnists and editors have space to fill. When they receive a solid pitch from a small business or PR firm that fits their criteria – they are happy.
3. Make it fresh: you gotta have a gimmick if you want to get ahead. This means that you need to pitch a story and you need to make it fresh and unique.
4. Make your pitch solid: make it newsworthy, lively and interesting. Editors won't waste time reading a five paragraph press release if the first sentences aren't catchy
5. Avoid superlatives, exclamation points: finally, avoid hyperbole, and please avoid exclamation mark. Make your pitch honest and spare.

