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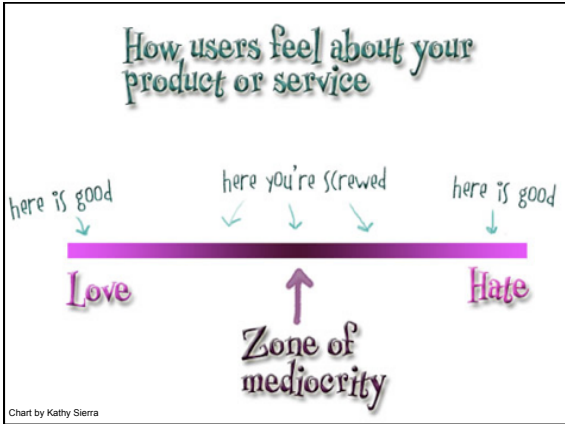
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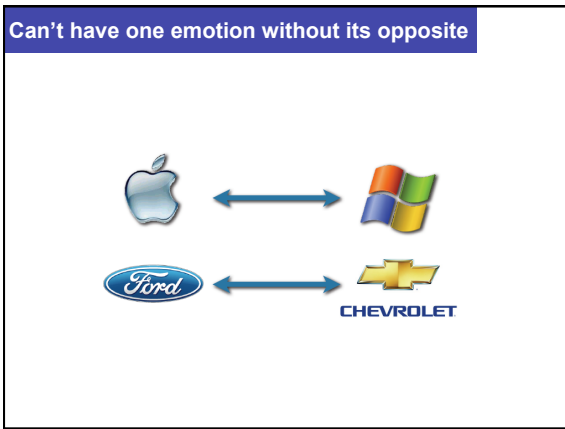
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Branding = being willing to leave \$ on the table

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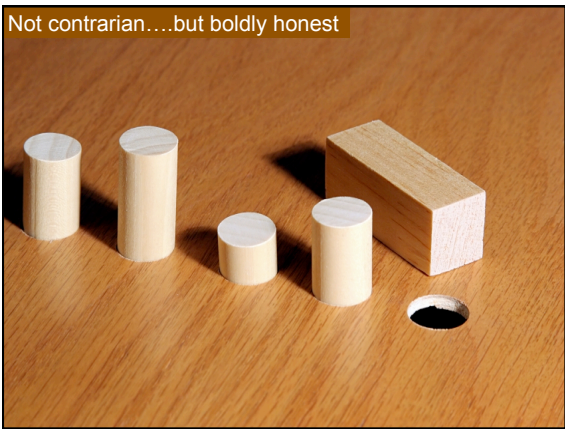
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Not contrarian....but boldly honest

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No suit, no blog, no spreadsheets

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We see beauty all around us.

At Dove® we want to help free ourselves and the next generation from beauty stereotypes. It's this message that's at the heart of our Campaign for Real Beauty and Self-Esteem Fund, and it's why we continue to create thought-provoking ads, confidence-building programs and messages that embrace all definitions of beauty.

We've reached almost 2 million lives through the Dove Self-Esteem Fund so far. Our goal is to reach 5 million by 2010. Won't you help us?

[LEARN MORE ABOUT THE CAMPAIGN >](#)  
[LEARN ABOUT THE DOVE SELF-ESTEEM FUND >](#)

**No air brushing, no hiding the truth**

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**Regional, no frills, employees first**




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**Intellectual property law and that's it**



**MVS** MCKEE, VOORHEES & SEASE, P.L.C.

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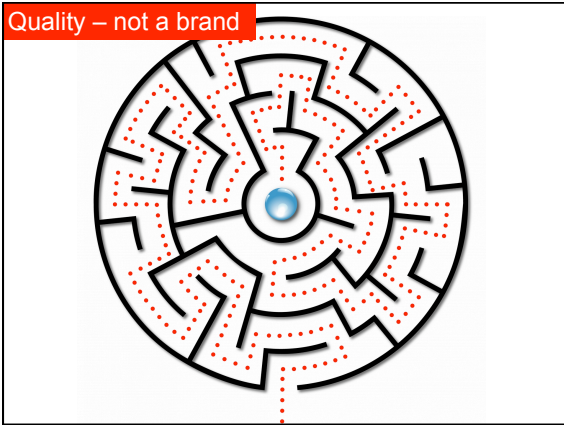
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Quality – not a brand



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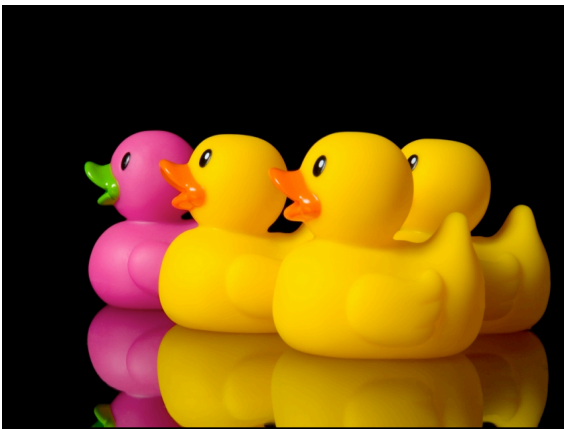
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Nature abhors a vacuum

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That's why we didn't buy generic

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Plan to be a boring drip

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Marketing is like a New Year's resolution



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Why drive to Cleveland without a map?



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**8-13 times  
before they even  
notice you.**



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**Be a drip, not a downpour.**



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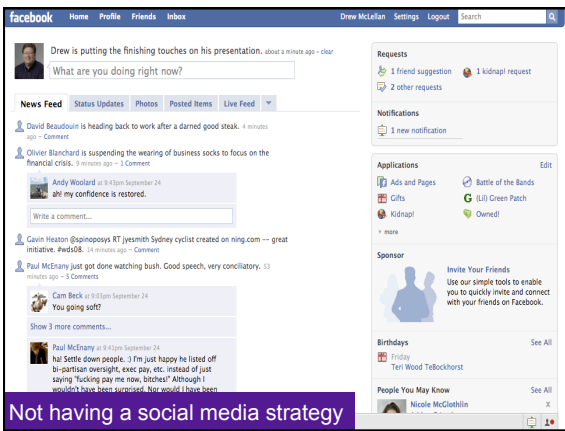
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Where strategy and passion collide

**Drew's marketing minute**

DREW IS TOP DOG AT McLELLAN MARKETING GROUP

- Where will you be 90 days from today? | Main | Ten things you didn't know about Toby & Liz -

**Apparently the presidential candidates missed the memo**

The Iowa caucus of 2008 is history. We all know who is viable, which messages resonated and which candidates need to re-tool.

But here's what I know. Not one of the candidates got the memo.

What? You haven't seen it either? Hmm. Maybe it got bogged down with all the holiday cards and political post cards. Okay...let me share it again.

TO: Presidential Candidates of 2008  
FROM: The American people  
SUBJ: How we'd like to hear your message

**ABOUT DREW**



**Email Me**  
McClellan Marketing Group  
1430 Locust Street, Suite 200  
Des Moines, Iowa 50309  
(515) 251-9400

**Have You Read Drew's Book?**



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Google Alerts (BETA)




24x7x365 Intelligence Gathering, Analysis, Extraction, Summarization, Reporting and Alerts

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**QA QnA**

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.



- It's INCREDIBLE! | Main | Service: It's Not "Geek" to Robert Stephens Either! -

**Service: It's Not "Geek" to Me**

I bought a laptop from Best Buy along with an extended service agreement. When the monitor fritzed out and the card slot stopped working I took it into the Geek Squad (I just love how they've branded it) where I was told the computer would have to be sent to "Geek City" for repair.



When the computer returned (ahead of schedule) I was pleased. I asked the geek who returned my computer if both the screen and card slot were fixed and after glancing at the repair report he said *they were. He was wrong. The card slot appears not to have been touched and*

**The Geek Squad**

I returned to the Geek Squad (It's an hour drive one way) and explained the

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Enter your email address:

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**QA QnA**

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.



- 5 Commonly Missed Courtesies | Main | Tag - You're It!! -

**The Geek Squad Incident - Epilogue II**

A few weeks ago, I had a series of posts about my experience with The Geek Squad at Best Buy, Robert Stephens and his gaggle of Geeks turned my frustrating customer experience into a classic example of service recovery and customer redemption. I was impressed at their responsiveness, and through the experience they've made me a loyal customer.



A few days after my repaired laptop had been promptly returned from Geek City, I was surprised to return home to find another box from the Geek Squad on my door step. Inside I found frosting on the cake. There were a few small Geek Squad tshchkes and my very own Geek Squad shirt.

I'm an honorary Geek!...and a raving fan. Well done!

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**KeyInfluencer** True confession but I'm in one of those towns where I scratch my head and say "I would die if I had to live here!" about 19 hours ago *From Sarah*

"Dan is [expletive] devastated about Dawkins signing with Denver. . .Dam Eagles R Retarded!"



Carr, the district spokeswoman, also said a high school special education teacher was suspended after writing on her site, "I hate my students."

Carr said four other employees have received lesser punishments for photos or comments.

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What kinds of issues will we be facing?

1. Who owns an employee's social media presence?
2. Can an employer restrict/limit what you say and do?
3. Is doing something embarrassing or dumb online any different than doing it at a dinner meeting?
4. Can a company require that you "friend" them?
5. Can we keep our personal and professional lives separate any more?
6. If you have an individual blog – does it reflect on your employer and can they influence content?

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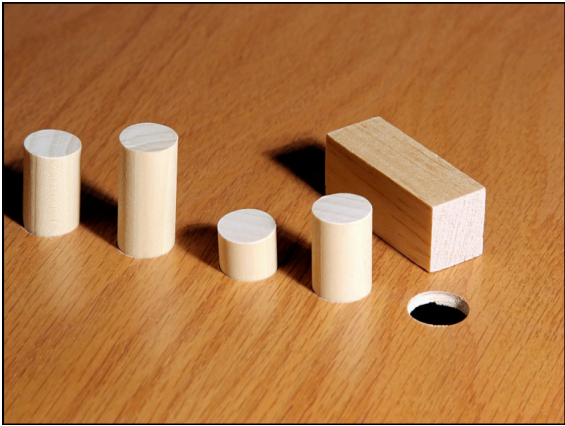
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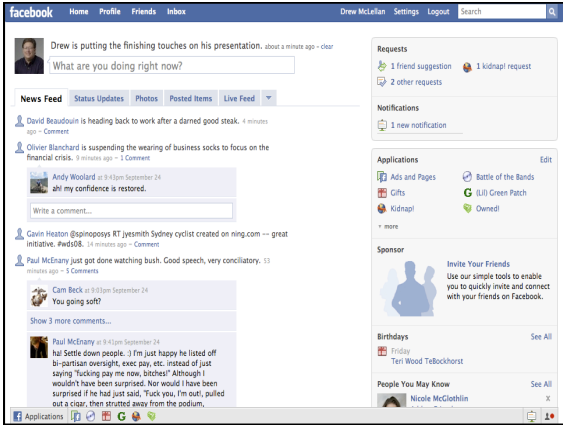
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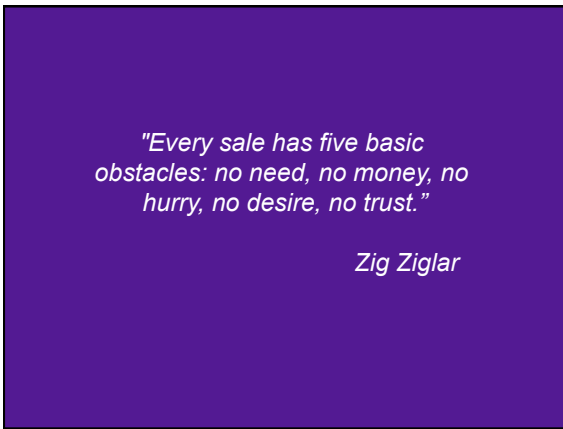
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**Notes/Resources**

[www.DrewsMarketingMinute.com/PRSA.html](http://www.DrewsMarketingMinute.com/PRSA.html)

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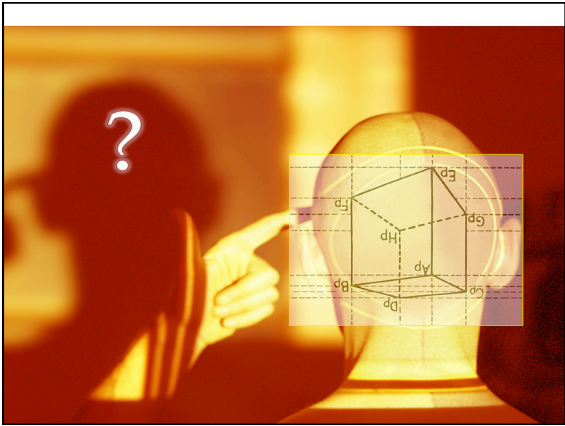
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**McLELLAN MARKETING GROUP**  
Where strategy and passion collide 

515-251-8400 • [Drew@McLellanMarketing.com](mailto:Drew@McLellanMarketing.com)

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