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Marketing roundup: Deals, blogs and self-promotion

A recent agreement between Sunrise Sports & Entertainment and Muvico Theaters is one of several notable marketing deals inked in recent weeks.

In the agreement, SSE, the management organization for the BankAtlantic Center, has created a new multifaceted partnership highlighted by in-theater and on-screen advertising promoting the Florida Panthers hockey franchise, as well as upcoming concerts and events at the center.

Muvico will receive in-arena signage at the BankAtlantic Center and the Incredible Ice public skating facility in Coral Springs, Web site advertising and exposure on the Panthers official radio partner Sportstalk 790 The Ticket. As part of the partnership, all Sunday Panthers home games will be promoted as a Muvico Double Feature. If the Panthers win the game, fans can bring their ticket stub from the game to Muvico and receive a free ticket on select days.

In a unique co-branding move, Muvico employees will wear golf shirts with Panthers and Muvico logos during the months of October, December and March. Panthers players and mascot Stanley C. Panther will also make appearances at the South Florida Muvico locations, and SSE will occasionally distribute its publications, *Unrestricted* and *Panthers Insider*, at the theaters.

In Coral Gables, Kiskinis Communications, a marketing and public relations firm, has been named to a PR and media program for the Miami Design Preservation League, sponsors of Art Deco Weekend; and MySmartClaims.com, a new online service to help homeowners who suffered losses due to hurricanes.

In related news, the Advertising Federation of Greater Miami has named Kiskinis VP Rebecca M. Beltran, 29, its Ad Person of the Year. Beltran is a longtime member and volunteer with the organization, and is the immediate past president of Ad2, the federation's young professionals division.

STRATEGIC INTERNET MARKETING

In another deal, Strategic Marketing in West Palm Beach has been hired by Kelly's Carpet of Omaha for Internet optimization and marketing with its SmartLink pay-per-click advertising program.

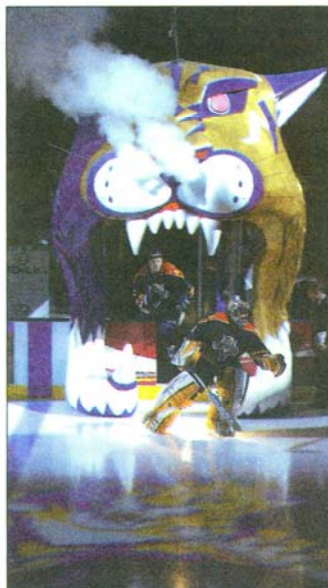
In the self-promotion category, Fort Lauderdale- and New York-based Gouthier Design's "DVice 1: The Issue of White" has been added to the online inspiration Galeria of IcoGrada. Agency principal Jonathan Gouthier wrote and designed the specialty periodical for the luxury and creative communities in New York City.

Dania Beach-based marketing firm Star-mark International was named among the top 100 diversity-owned businesses in Florida by DiversityBusiness.com, a resource for small businesses and Fortune 1000 companies. Statewide, Star-mark was noted among leading woman-owned businesses (third), small businesses (fifth) and diversity-owned business (eighth). Nationally, the firm was 59th among woman-owned businesses, 82nd



ADVERTISING
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FILE PHOTO

A new Panthers partnership will promote a Muvico Double Feature for Sunday games.

among small businesses and 126th among diversity-owned businesses.

In another realm of publishing, various local marketing professionals publish recurring blogs, electronic magazines and periodicals designed both to educate the community and promote their business. Janis R. Ehlers, of The Ehlers Group in Fort Lauderdale, publishes a recurring blog with a focus on reaching the senior and retiree market. Public relations professional Linda Hamburger publishes the "South Florida Public Relations Network," a daily collection of local PR news items. Boca Raton publicist Margie Zable Fisher publishes a newsletter and blog. Ferri & Partners, a Miami-based marketing and public relations firm specializing in international travel and tourism, publishes the bi-weekly newsletter "Marketing & Tourism Trends" and authors the twice-weekly "The Trends" travel blog. Recent entries included "Driving Business By Adding Value," "Pushing Your Vacation Envelope" and "Expedia Said I'm a What?"

Ambit Communications, the Fort Lauderdale marketing shop, publishes "Driving Sales," a recurring blog on advertising and marketing. The blog provides marketers with sales and lead generation ideas. Recent entries include social media, old versus new marketing techniques, focus group strategies, e-mail copywriting tips, Web site optimization and media relations.

The blog taps 20 years of marketing know-how for middle-market companies and retailers, agency President Kathy Koch said.

"It's all about passing along that educational edge to businesses trying to improve their results by using the right mix of traditional and new marketing services," she said.