



Still Marketing After All These Years

By Dana Kader Robb

I am very, very proud to announce that in June of 2004 I celebrated my tenth year in business! An anniversary is an excellent time to take a look back and also into the future. Additionally, it's a great marketing opportunity.

The Public Relations Society of America has compiled a list of unique ways organizations marked their anniversaries. Each of these creative campaigns got lots of press coverage, which also helped to increase the company's profile.

- ⑩ A button manufacturer published a lavish photo history of the button, including its uses on shoes, clothing, furniture and accessories.
- ⑩ Oshkosh B'Gosh held a nationwide "Search for the Oldest Bib Overall," communicating their evolution from a regional workwear manufacturer to a world-famous children's wear brand.
- ⑩ An accounting firm celebrated its centennial by publishing a giveaway book of commissioned original renditions picturing what select artists thought it meant to be 100.
- ⑩ A frozen-food manufacturer baked the world's largest chicken pot pie and donated it to a homeless shelter.
- ⑩ An insurance company donated \$10,000 monthly for one year to 12 local children's charities.

- ⑩ A professional services firm coincided its IPO with its 50th Anniversary. Each employee also received 100 shares of company stock.
- ⑩ A pest control service sponsored an insect exhibit at the Smithsonian Institute.
- ⑩ A national clothier marked its 175th anniversary by awarding 175 scholarships and guaranteeing admittance to its management training program after graduation.
- ⑩ An insurance broker closed all of its 120 offices so that employees could do volunteer work with children.
- ⑩ A national rental car company rented out its fleet of cars free for one day.

In celebration of our anniversary, here's what we did. We asked people to send us a picture of them working barefoot. We gave a prize to the best photo and posted them all on our Web site, including company names and Web or e-mail links. It was fun and it got folks involved. Next time they're stressed out in the office and kick their shoes off, hopefully they'll think about Barefoot Marketing and how we can make their jobs easier. And that, too, is a reason to celebrate!