

UNDER THE RADAR

Attn!
marketing pr

Autumn 2010

Business Magazine launched for Hawke's Bay



Hastings Mayor Lawrence Yule opens the first box of magazines as publisher Damon Harvey looks on.

THE PROFIT
HAWKE'S BAY'S BUSINESS MAGAZINE

Hawke's Bay now has its own dedicated business magazine with the launch of The Profit.

Hastings Mayor Lawrence Yule spoke at the launch of The Profit at the Opera Kitchen in Hastings.

The magazine aims to tell the great success stories of Hawke's Bay businesses and champion our businesspeople living in the region.

Well-known Hawke's Bay journalist Lawrence Gully is the editor, and he is joined by a range of specialist business reporters and contributing opinion writers.

Attn! director Damon Harvey said launching a business publication came from a desire to provide Hawke's Bay business people with greater coverage, investigation and opinion on business.

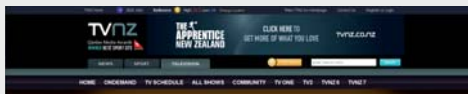
A survey following the first issue has revealed that over 90% rated the magazine between good and great. Over 90% also said they are or would be interested in advertising in it, while a wide range of story ideas were suggested.

The magazine will be published quarterly and is distributed free to all businesses throughout the region.

The magazine will also have the Colliers International Commercial Property portfolio – showcasing properties and businesses for sale or lease – which takes the magazine outside the region to targeted business investors.



Free TV advertising seminar



TV advertising is not only effective but is very affordable! You can have an effective regional television campaign for as little as \$2000 a month.

"Television advertising for us as a business seems to have a better impact with customers as it is visual and they are better able to relate to it and recall what they have seen."

Russell Carter – Export Meat Warehouse Hastings

Attn! has partnered with TVNZ to provide a seminar on how to get the best out of television advertising. Jacob Newey of TVNZ will speak about how to develop a targeted television campaign, and Andrew Atkinson will talk about what the convergence of TV and the Internet mean for the future of content and the way we watch television.

Many Attn! clients have also had success with TV On Demand, the online viewing of television programmes and TVNZ will give you an insight into how to create an effective online marketing campaign.

The seminar will be held at Attn! at PORSE in Havelock North on Thursday April 22 from 5.30-7pm. The seminar is FREE and includes refreshments.

To book a place please email Lisa at lisac@attn.co.nz

Getting the word out there

Telling your story and getting it heard as widely as possible is a valuable, and often cost-effective way to let people know about your business and attract custom.

Attn! has been working hard with clients to boost their exposure in the media with some great results.

On the launch of their new Havelock North health store, Fresh 'n' Wild featured in an extensive article in the 48 Hours of Hawke's Bay Today, and the PORSE In-Home Childcare network has featured in numerous media across the country.



In addition, a story Attn! wrote for the latest Let's PORSE magazine about a young American man working as a "Manny" in Auckland featured on TV1's Close Up.

Media Training

Damon and Kate recently put senior management and heads of departments at EIT Hawke's Bay through media training. We threw them in the deep end with a first up interview, followed by tips on how to be media savvy and ending with more interviews in front of a television camera.

EIT Marketing Director Brenda Chapman says she had great feedback from the team who attended the media training.

"Thanks for what you did and how you did it – it was well received and good practice for all of us with many learning outcomes!"

Media Training is available for individuals or groups, if you're interested please contact Damon on 878 3196 or damon@attn.co.nz

MEDIA TRAINING WORKSHOP

"Well worth it, I now know what to say and more importantly what NOT to say."

- Darren Diack, Managing Director Gemco Construction



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Hastings brand delivers on promise



The Hastings District Council has done a great job of rolling out the new branding for Hastings.

After lengthy market research, consultation and public debate, a fresh new logo designed by Attn! was eventually chosen to represent the district, and has already been embraced by the local community.

Colourful, vibrant, and contemporary the new branding arose from a desire to reflect all that is great about Hastings and the surrounding region.

Mayor Lawrence Yule said the resulting image encompassed abundance, warmth, the Heretaunga Plains, beaches, rivers, wineries and a rich Maori heritage.

"The image represents the Heretaunga Plains stretching out to the coast but incorporates elements of a flax kete or food basket, the shape of a wine glass and an abstract heart. It connects to the 'Heart of Hawke's Bay'; a tagline market research has shown resonates with the people of Hastings."

The logo has featured at events such as Harvest Hawke's Bay, Blues, Brews & BBQ's and Horse of the Year. It also features well at the i-Site and there are eight prominent road signs at the major entries into Hastings.

A great logo and positioning statement is a hugely effective way to increase your business profile, and Attn! has undertaken some significant branding projects recently.

Below are some examples of new or refreshed brands we have designed.



Client Radar

HB Adventure Race



The Snow Wilkins Adventure Race was a sell out! Held at Waipatiki, 100 teams and 330 competitors took part. The weather was amazing and there was a wide range of activities. Feedback from competitors has been very positive.

Harvest Hawke's Bay

Attn! managed the publicity for this event in its new format of being hosted at one event (Roys Hill). Attn! created a new-look logo and glossy catalogue.

Radio

Attn! is making the most of their journalism skills producing the morning news for Media Works during the week. If you have any news email kate@attn.co.nz

PORSE

Attn! has published another PORSE magazine over summer. 300,000 copies of the magazine packed with features, research, interviews, play and food tips were distributed around New Zealand. In addition, Jenny Yule was a finalist for the prestigious Veuve Clicquot New Zealand Business Woman of the Year title.

City Showcase

The search for new musical talent in New Zealand has begun with registrations now open for City Showcase, the live musical event taking place in Napier from 25-28 November 2010. New Zealand has been selected as the first country outside of the UK to host City Showcase - the London music festival that launched superstars Amy Winehouse, Keane and Razorlight.

Knowledge Accountants

Knowledge Accountants is Hawke's Bay's newest accountancy firm. Cedric Knowles has set up the Hastings based firm and

provides a wide range of business performance services. Attn! developed the brand name, the overall brand look and feel and is now rolling out a range of marketing tools.

Unison Networks

Unison Fibre has lit the first fibre optic cable on its Hawke's Bay network - a major milestone for bringing ultra fast broadband to the region.

Gemco

Keep an eye out for the 20 odd fleet of Gemco Trades vehicles. Gemco has brought all its trade services under one brand. Gemco Trades - All Trades, One Call - is the positioning and the brand roll out will take place in April. Gemco Construction has also been in the news lately for its construction of the Regional Sports Park grandstand and the EIT Trades Centre.

Appmed House



the wide range of skin and vein professional treatments.

Appmed House has had its own makeover with some new marketing collateral and logo. A new brochure outlines the wide range of skin and vein professional treatments.



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