



A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



Winter 2004

Whoa, Didn't See That Coming



Most people in business at some point either have to produce and give a presentation, or sit through one.

Most presentations these days are produced in Microsoft PowerPoint, which is a versatile and powerful program, but it tends to cause a certain sameness to all presentations across the board. PowerPoint produces some amazing effects, text that swooshes in, bounces in, pops up in order, etc. But these can be very easily overdone, and the problem is everyone is using them.

If the audience is dozing, or worse, annoyed at effects that are making their eyeballs spin around, the presentation will be a failure. Your information may be very important, and in fact interesting, but they are not going to absorb it.



The answer, of course, is to punch up the presentation with something humorous or startling. Keeping the audience unsure of what is to coming



will keep them alert. They'll not only get the info they need, they'll think you a witty and charming person, and you'll start to get invited to all the smartest parties and late-night hot spots.

What's important is originality. Is your presentation on Productivity Figures? Use Chinese pictograms on your chart and say "Oops, wrong continent." If introducing your sales force to a new product, line it up next to Michealagelo's David and Spongebob Squarepants and start a discussion on the relative merits of each. Most of all, keep them saying: "Whoa, didn't see that coming." 🐾

A Closer Look FoodService Solutions



Food solution? Great! I had a food problem in need of a solution; I was hungry. So I called FoodService Solutions and said: "I'd like a burger, medium rare, no pickles, and a small Coke." I was, of course, anticipating hearing those magic words in return: "you want fries with that?"

But there was silence on the other end of the phone. At first I was apprehensive, and as the silence dragged on I became downright alarmed. Finally, a voice on the line said: "I think you're a little bit confused." I was grateful for that, I felt that he truly understood me.

That voice belonged to Blake Swihart, Managing Partner of FoodService Solutions. He explained that they did not offer burger or fries, or even soft beverages. Instead, they provide a unique professional marketing alliance that provides strategic and creative services to foodservice operators, suppliers and communications agencies.

They have an in-depth knowledge of the foodservice industry, both commercial and non-commercial, and have nationwide professional contacts including chefs, commercial and noncommercial operators, trade press editors and culinary school instructors.

FoodService Solutions has a web site where you can find out more: www.foodservicesolutions.biz. Just don't try to order fries online here, that is unless you want to be part of the problem instead of the solution. 🐾

Doggerel Unlimited

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Yep, it's
A Mere Paws
America's premier source for
news and information.



Baying at the Moon is a regular feature of A Mere Paws, and that's just a shame and a disgrace.

Unfocused Nostalgia

Several years ago, the car maker Isuzu came up with an ad campaign featuring "Joe Isuzu," a prototypical sleazy car salesman type who was an obvious liar. He was so over the top that he was almost endearing. A very successful series of ads.

So successful, in fact, that Isuzu later tried bringing Joe back, but it just wasn't the same. The problem with the ads was that the nostalgia was focused on "Joe Isuzu," not on the cars they were trying to sell.

Baying at the Moon

Another example of nostalgia is the recent string of Brady Bunch made-for-TV movies: "A Very Brady Christmas," "The Brady Bunch go to Hawaii," "The Brady Bunch Overthrows the Ruling Junta of Bolivia."

The nostalgia effect worked here because it was focused directly on the campy, truly awful TV show we all grew up watching.

Focus is important for any marketing plan. Make sure you are using your marketing dollars to maximum effect. For example a national ad campaign where Joe Isuzu marries Jan Brady won't help sell real estate in southeast Pennsylvania.

But it would be really cool, I wonder what their children would look like? 🐾

A Mere Paws is a Publication of Doggerel Unlimited,
a division of GK Productions, Inc.
324 W. Kings Highway, Coatesville, PA 19320
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Recipe of the Week

Quick & Easy Paté for a Crowd



Here's an easy paté you can whip up in a jiffy when friends show up unexpectedly.

- 1 five-pound duck with liver
- 8 ounces fatty smoked pork butt
- 1 whole rabbit with heart, liver, kidneys and fat reserved
- 1 fresh pork hock (knuckle)
- 1 large bouquet garni
- 4 cups dry white wine
- 1/3 cup chopped shallot
- 4 large garlic cloves, flattened and peeled
- 1/3 cup pistachio nuts
- 1 stalk celery
- 1 tablespoon capers in 1/4 inch dice
- 6 anchovy fillets, shaved
- 3 Flintstone® Chewables, crushed
(1 Wilma, 2 Freds — *do not* substitute Barney's)
- 2 teaspoons sea salt
- Fresh ground pepper to taste

1. Line the bottom and sides of an 8-cup terrine with thin slabs of salt pork (alternately: buy a pre-lined terrine, available in the Pre-lined Terrine section of your grocer's freezer.)

Recipe continued next week. 🐾