

July 2008

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August Luncheon | August 12, 2008

Figlio Tower, Country Club Plaza (across from the J.C. Nichols Fountain)

Direct Marketing 2.0: How to be a Player in the New Multichannel World

with Ron Jacobs, [president of Jacobs & Clevenger](#)

Today's marketplace is constantly evolving new methods for consumers to interact with brands, companies and their marketing messages. Make sure you don't get stuck in the past!

New channels share the same tools and techniques of direct marketing: Targeting, message delivery, information capture, measurement. Find out how to use them - or lose!

[More info...](#)

[Register Today!](#) Or call 816.561.5323 to reserve your seat.

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You Are What You Buy: branding is still alive and well

From 1-to-1 Media's *Marketing X-factor* (weekly e-newsletter)

murketing - (n.) the murkiness we see now between what is branding, and what is everything else; the result of TiVo and other emerging technologies, coordinating with the potential lessening of the impact of such initiatives as the 30-second television commercial.

"So maybe advertising isn't just advertising and branding isn't just branding. But people in the business of marketing are clever people. They saw this coming, and unleashed quite a bit of creativity in terms of where marketing could be in our lives, i.e., television shows that are essentially a spin-off of a creative brief of a brand, as happened with [male grooming product] Axe and its show Game Killers-you can't TiVo the ads out; it's the show." - Rob Walker

Rob Walker is *The New York Times Magazine's* "Consumed" columnist and author of the new book *Buying In: The Secret Dialogue Between What We Buy and Who We Are*. In it, Walker argues that no consumer is "brand-proof" and traditional marketing tactics still carry a lot of weight.

[Read the full 1-to-1 interview with Rob Walker...](#)

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There's Still Time to Give Your Feedback

Your Opinion Needed! Fill out survey and help shape the content and location of future KCDMA Luncheons and Direct Marketing Days.

[Take the survey now!](#)

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Community Service Committee Seeks a New Beneficiary

The Community Service Board of the KCDMA is still accepting applications from local non-profit organizations to benefit from our direct marketing wisdom and services. If you are familiar with any non-profit organizations that may be a good fit for direct marketing assistance, email SallyAnn Gray at sallyann@ruf.com.

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Catch Sun and Good Deeds at the KCDMA Golf Tournament, August 27th

Tee Off for KCDMA August 27th at 9:30 a.m. at the newly renovated Iron Horse Golf Club. After being closed for 16 months to update the course, IronHorse is happy to be hosting the KCDMA Benefit this August. Proceeds from the tournament will go to benefit the KCDMA Educational Foundation.

[Register for the Tournament Now!](#)

There's still time to be one of the sponsors of this year's Golf Tournament. If you're interested, contact Matt Duncan at mattd@kcam-inc.com.

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KCDMA Developing Printable Roster

Due to members' requests, KCDMA is currently developing a PDF printable roster as an added member benefit. If you haven't already renewed your KCDMA membership, please do so immediately to be listed in the directory (which will be published in early fall).

Interested in advertising in the Roster? Contact Curtis Hall at curtis@kcam-inc.com or Lucretia Dewey at ldewey@ftj.com to learn more about opportunities available.

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Member Get a Member

Have a friend or colleague that would love a discount on future luncheons or should become a KCDMA member? Reminder: send any member prospect contact information to Louie Smith at louie.smith@bcbsks.com.

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Thank you to our sponsors for supporting KCDMA!



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