



Making the switch to a digital newsletter

We often get questions from our clients in regards to whether we recommend an online/digital newsletter or whether the traditional printed newsletter is better. There are pros and cons to both.

The printed version

One of the “pros” to the traditional newsletter is that you don’t have to be in front of a computer screen to read it. Sometimes it’s nice to have light reading material to take with you on commutes, on the plane, or to pull out while you are waiting for everyone to show up to the big meeting.

The other advantage of a printed newsletter is that it can be passed around. We’ve heard from at least one person that he read our old newsletter after his wife received it at her office.

Plus, I think people simply still enjoy a nice printed piece. I don’t think the printed word is going to go away any time soon.

The “cons” of the printed newsletter include the printing and mailing costs. Eventually they will limit the number of people you are sending your newsletter to. (Unless of course you have an unlimited marketing budget, in which case, please call me right away.)

The digital newsletter

Which leads to the positive aspects of a digital newsletter. The cost to send a million are exactly the same as to send one. (Assuming you already have your list.) If anyone wants to have a printed version, if it is designed well, they simply have to hit “print” on their computer and send it to their printer.

A digital newsletter allows for last minute changes or late breaking news and it can incorporate video or other interactive components, including a direct response mechanism. It also allows for easy modification of content based on different lists.

The downsides to the digital newsletter are twofold. First, like with all emails and web domain addresses, as we get inundated with electronic information, it is real simple to move past it thinking we will get to it later. However, the “later” usually never happens because we no longer have a reminder to look at it. A printed newsletter by comparison can sit on a desk or in a briefcase, and will get handled again with another chance to get the viewers attention. (Unless it gets thrown in the circular file the first time it gets touched.)

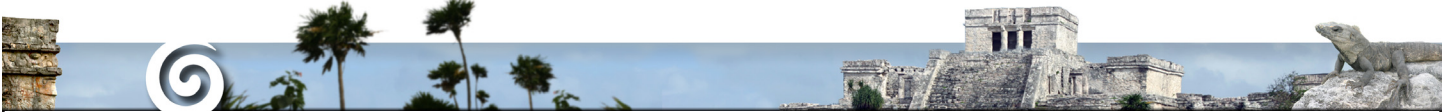
The second downside to a digital newsletter is that some people will look at it as spam and might even get upset about it. That’s understandable, there is so much unwanted email sent to us and we are all leery about claims of being taken off the list.

By the way, if we fall into that category, please send an email to contact@gunteragency.com, and we’ll take you off future mailings.

So let us know what you think. Do you like the digital newsletter? Do you think we should go back to the printed version? I would be interested in hearing your opinion. (Email me at randy@gunteragency.com.)



Randy Gunter



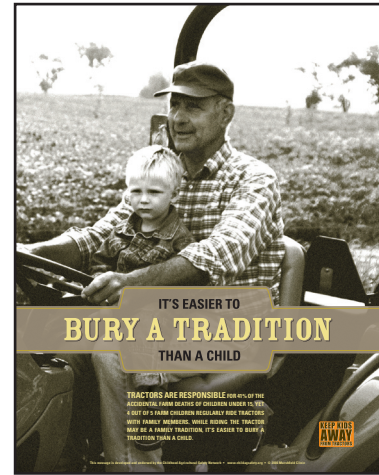
CASN "Keep Children Away From Tractors"

The Gunter Agency has been working with The Childhood Agricultural Safety Network on a national campaign to keep children off of tractors. The number one cause of deaths for children on the farm involve tractors. For many farm families, letting children ride on the tractor is part of their tradition. For this reason, we developed the theme of "It's easier to bury a tradition than a child."

The television commercial features country singer Michael Peterson who has graciously volunteered his time for this cause. It was shot in Nashville on Michael's and nearby neighbors' farms.

CASN is a coalition of ag and health-based agencies and groups that have combined to deliver a single safety message. It is spearheaded out of Marshfield Clinic. For more information, or if you are a media outlet that would consider running print, radio or television ads, please contact us at the agency or CASN. More information can be found at www.childagsafety.org.

Childhood Agricultural Safety Network "Tractor Safety" Television Spot
LINK » <http://www.gunteragency.com/newsletter/summer07/casntv.html>

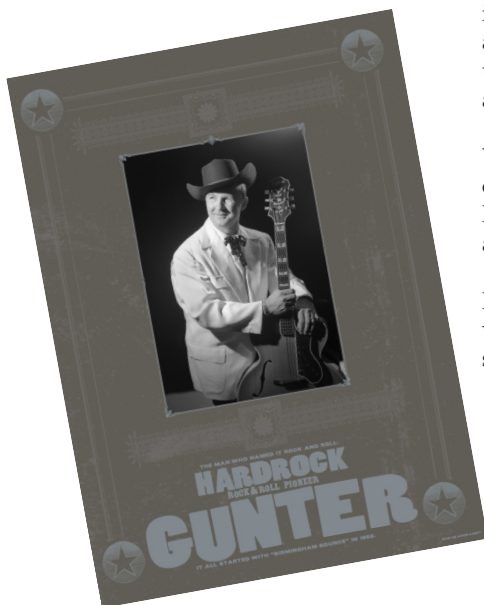


Hardrock Artwork

When we designed the Hardrock Gunter art prints, we really liked the idea of using a letterpress. If you are not familiar with letterpress, it is a more traditional printing method where raised areas out of a block, usually wood, metal or linoleum, are inked and the paper is pressed against it.

With modern-day printing methods, letterpress has been replaced by computerized lithographic presses. But there has been a revival of letterpress printing, usually considered an artisan approach to printing and often undertaken by smaller, craft printers.

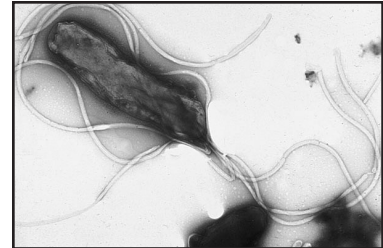
If you haven't heard about Hardrock, visit the www.hardrockgunter.com website. We have a limited number of signed Hardrock Gunter prints still available, contact us for more information.



Bacteria is Everywhere

Quality Technology International Inc, is an agricultural company based in Elgin, Illinois. The Gunter Agency is working with the company on several of their products, including marketing Calsporin®, a strain of beneficial bacteria used to enhance the digestive tracts of farm animals. Working on their newsletter, we came across this interesting information about bacteria:

- There are typically 40 million bacterial cells in a gram of soil
- There are approximately 10 times as many bacterial cells as human cells in the human body
- Bacteria is used in making antibiotics
- It's believed that some dormant endospores can survive for millions of years



Now you will never leave the house.

Besides animal health, QTI is working on extremely interesting technology for the ethanol industry. It makes our jobs at the agency more fun when we get exposed to new sciences and technology.

Do You Have Video On Your Website?

If you haven't been living in a cave, you know that YouTube was sold this last year for a very large amount of money. That price tag was predominantly for the number of viewers, the technology was secondary. That's because anyone can have video on their website.



At the Gunter Agency we are doing more in-house video production, from writing scripts to shooting the video to doing all the editing. Then, we know how to optimize it for fast play on the web. If you think it is time to incorporate video on your website, give us a call.

To see how video can work on the web, visit the video section of our website at www.gunteragency.com/video. We've also posted some of our commercials on YouTube.

Berghoff "Slide" Commercial on YouTube:
LINK » <http://www.youtube.com/watch?v=8kYcBEpdMag>

Berghoff "Stomp" Commercial on YouTube:
LINK » <http://www.youtube.com/watch?v=VNA2hcUCI5E>

Give An Inch

Kiwanis is a service organization comprised of business people in communities across the United States. The Wisconsin Kiwanis is working with the Gunter Agency on promotional efforts to raise awareness and get new members. We have developed the "Give An Inch" advertising program where we are asking businesses to give an inch at the bottom of their ads to promote their support of Kiwanis.

Kiwanis radio commercials:
LINK » <http://www.gunteragency.com/newsletter/summer07/kiwanisradio.html>



PROUD TO BE A KIWANIS MEMBER

Find out how you can serve your community by learning about Kiwanis.

www.wiumkiwanis.org *One can make a difference.*



Training and Recruiting

The Gunter Agency has been involved in more than just traditional advertising for our clients. Recently we finished a national training program with a video and an interactive training module for Firestone Complete Auto Care stores. The video featured film and TV star Martin Mull.

Also, the Gunter Agency has been involved in recruiting and HR efforts for John Deere.

View the Firestone training video starring Martin Mull:

LINK » <http://www.gunteragency.com/newsletter/summer07/firestone.html>

Here is a recruiting radio commercial for an event in Detroit:

LINK » <http://www.gunteragency.com/newsletter/summer07/deere.html>



Recent Works

Recent print projects include a brochure for Kraemer Brothers Construction and another one for the Madison Public Library.



Kraemer Brothers is a family-owned and operated construction company based in Plain, Wisconsin (pop 792, 2000 census.) But don't be fooled into thinking that they are a small-time builder, their work includes shopping centers, hospitals, major theme hotels, and many others. Still, they treat their customers (and their agency) with small-town honesty and integrity.

Madison Public Library is a pro bono client for the agency. This brochure follows up another project, ADDY winning graphics for their truck.

View the Kraemer Brothers brochure (pdf format):

LINK » <http://www.gunteragency.com/newsletter/summer07/kraemer.pdf>

Sharp Focus Groups™

The Gunter Agency is launching a new way to do focus group research. Often companies would like to have some research done, but the number of questions that they want to ask don't justify the cost of doing a full-blown focus group. The Sharp Focus Group™ allows the costs to be shared with others.

From a selected demographic (for instance, women 35-54), you pay per question, instead of for the entire session. A company may have a couple questions on healthcare, where another company might have a few questions on grocery purchasing preferences. This way each company will be paying a few hundred dollars (depending on the number of questions), instead of the thousands that a focus group would normally cost.

Companies will receive a written transcript (digital file) and a DVD of their part of the session.

If you are interested in learning more, contact The Gunter Agency for more details.

White Paper – Search Engine Optimization

The white paper for this issue of the newsletter is on Search Engine Optimization.

LINK » <http://www.gunteragency.com/newsletter/summer07/wpSEO.pdf>