

Weekly PR Newsletter

July 3 - July 7



Industry

Summer is for Aerial Advertisements!

Lounging on the beach or dining outdoors in temperate weather, summertime usually means more free time spent outdoors. With both benefits and drawbacks, aerial advertising is most prevalent in the summer months.

"It's a clutter-free environment." Jeremy Levine, VP of sales for the aerial division of the advertising company Van Wagner, said.

What do you think as a marketing agent and as an individual consumer? Read more about skyward ads in [this article](#).

Client News

We launched the first blogpost of the District Marketing Mojo series on Verdin's website.

Our president and CEO, Mary Verdin's new monthly blog featured Terrie Banish from the City of Atascadero for its first installment.

It's now live on the website. Check it out [here](#)!

Learning Opportunities

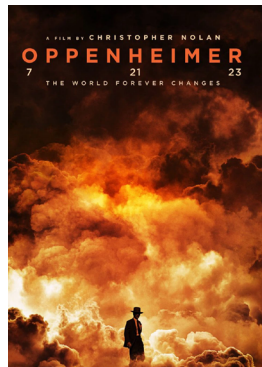
New Training Event: Service-Disabled Veteran-Owned Small Business workshop with Venessa Gleich, Native American PTAC next Tuesday on July 11 (07/11) over Zoom from 10:00AM to 11:00AM.

Join MCSC Women's Business Center Director Norma Dunn and Venessa Gleich, Native American PTAC and SBA Fresno District Office Business Opportunity Specialist, Thomas Scheu as they discuss the value of the SBA Service-Disabled Veteran-Owned Small Business (SDVOSB) Certification and its components.

Register [here](#) for the event.

Weekly PR Newsletter

July 10 - July 14



Industry

Summer blockbusters mean a return to theaters a.k.a a good news for advertisers!

If you're like me, I love movies and I've loved going to the movie theater to see them since I was a little kid. It's made me sad to see the past years where theater-going was either impossible or not considered as a potential activity.

There will be 42 wide movie releases this summer, almost doubling the amount (22 films) released last summer. These releases and the momentum surrounding them could mean benefits for other businesses.

[Read more](#) about box-office optimism and how a return to the theaters can benefit other businesses too. (P.S. Click on the posters to watch each trailer!)

Client News

For Internal Review Only Uplift Central Coast is currently deciding between these concept logo options. As the second of the three original concepts, this concept is now being given different color options. Ashley S. said while the selection is still TBD, the project has been fun to work on! This logo concept puts a "spotlight on the people."



Learning Opportunities

A data-driven approach to video advertising webinar is coming up on Tuesday, July 25th at 10 AM.

[Register](#) to learn more about creating effective video ads that connect with their target audience through ad-testing throughout the creative process.

Weekly PR Newsletter

July 17 - July 21

Industry

This week we're continuing with the entertainment end of marketing. This time, highlighting the on-going strikes of the Writers' Guild of America and now SAG-AFTRA. Influencers are an important piece of marketing and SAG-AFTRA released a [FAQ piece](#) on what influencers should and shouldn't do during the strike. [Read more.](#)

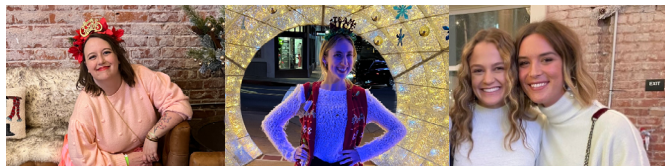
This could create an interesting new base of information of how influencers should behave in regards to social media and events during strikes across various other industry areas aside from the entertainment business. Especially since the last WGA strike was in 2007-08 (and the last dual strike was in 1960), before the idea of influencers had fully developed. [More coverage](#) on the strikes and the influencers' role.

Verdin News

NKT DANA RESERVE: Former CEO of People's Self-Help Housing John Fowler clarifies important factors and gives his opinion on why the "Dana Reserve project in Nipomo deserves community support" in a recent [SLO Tribune story](#). The project is scheduled to go before the SLO County Planning Commission Aug. 30-31.

VISIT ARROYO GRANDE: Ember in Arroyo Grande was mentioned in [a recent story](#) by MICHELIN: "Our MICHELIN Guide Inspectors' California Central Coast Tour is as Delicious as it is Scenic." Although this was not earned through AG TBID efforts, this is great recognition, securing Ember as a top Central Coast restaurant.

Happy Belated Verdinversary for Devan, Jennifer and Katie this Tuesday! As Michelle mentioned, it's happy one year for both Devan and Jennifer joining the Verdin Team. As well as the celebration of seven years with the team for Katie.



Learning Opportunities

Upcoming webinar on [AI tools marketers actually need right now](#) on Wednesday, August 9 (8/9) at 10:00 AM.

Register to find out more about why increasing use of new AI and automation may not be necessary to stay competitive. This talk will include information on leveraging AI for your marketing today and in the future.

Weekly PR Newsletter

July 24 - July 28

Industry

The OUTdoors is IN (according to the IDLER's ad campaign, first and foremost, and) according to advertisers industry-wide. It may be one of the oldest forms of marketing, but it is reliable and has recovered from its COVID downturn.

Out-of-home advertising earnings indicate that brands will continue to campaign along highways, at transit hubs, on vehicles and anywhere else that is [outside the home](#).

Verdin News

This morning, at the SLO Chamber's Good Morning SLO breakfast, Verdin is recognized as a Diamond level Family Friendly Workplace!

Diamond recognition is the highest level within the program. [This program](#) is a collaboration of various community members and organizations partnering to address the local child care crisis. The suggested supportive practices within the initiative are believed to increase organizational productivity and support the health of employees and their families.

Learning Opportunities

Need a refresh on your podcast line-up? Scroll through this list to find a new PR and marketing podcast that informs you of trending topics and best practices without having to read anything but the title if you want.

[12 Binge-worthy PR Podcasts in 2023 \(and their best episodes!\)](#)

Weekend
Plans
Hint:



Weekly PR Newsletter

July 31 - August 4

Industry

[The pivot to video is happening](#). Programmatic ad spend is growing, from video. More than 96% of programmatic ad spending growth will stem from video this year, according to research from Insider Intelligence.

Largely due to the pandemic-induced rush to streaming, advertisers are now chasing video inventory, neglecting banner and display ads many publishers rely on. Between 2021 and 2025, programmatic display ad spend is projected to grow from \$60 billion to \$72 billion, while spend on programmatic video inventory will grow from \$55 billion to \$97 billion.

Verdin News

[SLO Overdose Awareness Day](#) is a new Verdin client!

We briefly discussed SLO OAD during Monday's BBB Micro-Give, but here's a little more background:

International Overdose Day was originally started in 2001 in Australia. Overdose Awareness Day is held every August 31st, to commemorate those whose lives were lost to overdose. As well, the day acts as an opportunity for community members to come together and learn more about understanding overdose, prevention courses of action, and actions to end the stigma around the topic.

Learning Opportunities

Upcoming webinar on Wednesday August 23rd, from 10 AM-11AM Pacific from Adswerve on Google's Campaign Manager 360. The two speakers will share practical insights, tips, and strategies for utilizing this program for digital advertising.

Register [here](#).

Happy August!

Weekly PR Newsletter

August 7- August 11

Industry

People on [Pinterest](#) don't wait to start making holiday plans. As fall approaches, people shift from the discovery mode of June and July, into decision making. September is when buying begins for earlier holidays and planning continues for larger events later in the year.

September is the time to influence fall menus, outfits and decor decisions. It is also the time when people are finalizing gift lists and travel itineraries.

Utilizing Pinterest for holiday marketing can be useful to introduce new consumers to various companies. 3 out of 4 holiday shoppers on Pinterest discover new brands and products during the season.

This article is promoting Pinterest, but reminded me how much I trust Pinterest as a consumer and made me think about its capabilities as a tool for marketers.

Verdin News

Happy 2nd Verdinversary to Candice (as of yesterday!) And Happy (belated) Birthday to Katie (also yesterday!)



Learning Opportunities

How to Ladder Up your Brand's Social Media Maturity

Learn about social media maturity from [this article](#). It has four sections explaining what social media maturity is, the elements of social media maturity, the stages, and a final place to reflect on our own organization's level.

Weekly PR Newsletter

August 14- August 18

Industry

The Federal Trade Commission (FTC) updated its endorsement [guidelines](#) for the first time since 2009 recently. Under the updated guidelines, influencers will have to be clearer about differentiating regular content with their sponsored or branded content.

“What we’re doing is clarifying or expanding on how we think these principles...apply in a world in which social media ads, including influencer campaigns and the use of online reviews, are more and more prevalent,” Michael Atleson, senior staff attorney at the FTC, said.

[This article](#) explains some of the guidelines. There is also a [FAQ](#) about the guidelines on the FTC website.

Verdin News

Mary will be presenting at the annual Women’s Council of Realtors meeting on August 24!

She will be discussing her 30-year business ownership journey and the PR firm she created in 2003 (aka Verdin aka US!). Attached is the flier for more information on the event.



Learning Opportunities

Are You Quieting Your Brand’s Boldest Voices? 5 Massive Effects of Employee Advocacy Programs

Wednesday, August 23, join [this webinar](#) at 10 AM to learn more about why employee advocacy is important and how it can build an authentic and relatable employer brand.

Employees are often an underrepresented public that a company can communicate with.

Weekly PR Newsletter

August 21- August 25

Industry

Bespoke travel is the NEW Luxury travel

Bespoke or 'quiet luxury' is high-end experiences that focus on how the travel makes you feel. Media wants to be covering this because travelers seem to be holding the idea that their locale and experience is unique and limited, higher than dollar expense.

In my opinion, this is potentially a double-edged sword because if you want to advertise yourself as a bespoke/underground experience, eventually you become played out once enough people go. Is there a solution to the longevity issue of this marketing route?

ALSO Set-jetting: the interest from journalists to travel to destinations that are used as film sets for recently released or soon-to-be released films. There has also been a rise in articles about destinations featured in video games.

Verdin News

SLO ODAD's annual event is coming up 8/31, and the Board of Supervisors passed a Resolution declaring August 31st Overdose Awareness Day in SLO County.

KSBY News published [an article](#) about the event

Also, here are some New Digital Display ADs for GVRD!



Learning Opportunities

[This article](#) goes over a lot of interesting aspects regarding Artificial Intelligence and the ethics that are still developing as AI comes into the mainstream. With a section with 5 steps to maintain AI ethics within a team, I thought this might be helpful to read over and potentially implement within the agency if they seemed helpful.

Weekly PR Newsletter

August 28 - September 1

Industry

Cision's "[The 2023 Global State of the Media Report](#)" states 44% of journalists use social media to pick up on trending topics. TikTok continues to rise while LinkedIn, Facebook, Twitter, YouTube and Instagram remain the top five social media platforms across the globe.

Also some things we've previously covered, but it's interesting to see that they are still running and shaping various sectors that PR touches, such as tourism and purchasing decisions.

Barbiecore is still trending after weeks since the Barbie movie hit theaters and it continues to drive impressions with organizations and businesses who are utilizing the trend to further their own endeavors. As well as the global concerts like Taylor Swift and Beyonce shaping economic growth in the cities they perform in. Anticipating large music tours and harnessing their power could benefit businesses in the long-run.

Verdin News

Our Creative Director, Riley Grim returns! Check Slack if you haven't seen the cute baby photos of Quincy!!

My last day is today. Thank you all and I hope the rest of the year goes as well as possible for the team and for you all personally. When I'm down in SLO next, I'll make sure to message.

Learning Opportunities

A Sprout Social webinar on the rise of emerging social media platforms (i.e. Threads) and what it means for marketers, how businesses can utilize the platform and predictions for the future of Threads on September 7 (9/7) at 8 AM PST.

Register [here](#).