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“Janus Direct,” New Mobile Marketing and Customer Retention Service, Offered to Restaurants, Food Companies by Primavera PR and JTLB Media

A strategic partnership between a leading mobile marketing technology company and an established public relations firm specializing in food and food service, is announced jointly by Bill Primavera, President of Primavera Public Relations, Inc, and Dean Steinman, CEO of JTLB Media, both located in Westchester, NY.

Called "Janus Direct," the partnership offers strategies and technical capabilities for food and foodservice companies to transition from traditional media to online and mobile marketing strategies. "Especially for food companies and restaurants seeking to reach a younger market," notes Primavera, "this is both the expertise and technology of creating new communications programs that speak their language on platforms they relate to today."

Steinman adds that "the instantaneous nature of the new mobile media extends its reach in highly creative ways and, properly executed, it is more effective and far less expensive than anything traditional media offers as a stand-alone."

Steinman and Primavera invite companies in the food and foodservice industries to consider the use of their labels, menus and traditional advertising as ways for their customers to "opt in" to receive special offers and promotional updates right on their cell phone.

"We emphasize the 'opt in' feature, combined with contractual understandings with clients of the appropriateness of content and frequency in order to provide information of genuine service in the marketplace and to keep customers from 'opting out,'" says Primavera. Further, he noted that "Janus Direct" can work B to B, as well as directly to customers. "Manufacturers and distributors can instantly advise food and beverage customers of specials, availability and tracking," he said. "The potential is limitless."

"We picked the name 'Janus Direct' in reference to Janus of Roman mythology who was the god of the doorway," Primavera continues. "With two heads, facing opposite directions, Janus symbolized change and transition from the past to the future, from one vision to another, and that's what we do for the marketing programs of food and foodservice companies, restaurant companies and hospitality. To express this, our logo is a Roman doorway, and our slogan is 'The Pantheon of Marketing,' conveying the message that all disciplines are brought under one roof. Clever, huh?"

(more)

Commenting on the selection of JTLB Media as his company's strategic partner, Primavera said that when he learned that JTLB stood for "Just Try Looking Beyond," that convinced him. "I listen to cues and synchronicity," says Primavera, "and considering that my company's namesake means "spring and renewal,' I thought we'd make a natural pair. But, beyond that, JTLB's proven leadership in this new technology convinced me that the company's skills were needed to help restaurateurs and food companies compete for a larger and younger demographic."

JTLB Media is a leading innovator in the new technologies of cellular and text message marketing, SMS surveys, and other venues to help marketing programs increase brand awareness, generate a customer profile "opt-in" database, drive up customer counts, improve customer loyalty and increase revenues.

Primavera Public Relations has created marketing and communications programs for some of the iconic names in food and foodservice, from Kraft Foods, Italian Wines and Nabisco to Ruth's Chris Steak House, Smith & Wollendky, Marie Callender's Pie Shops and many fine and casual restaurants nationwide and internationally. The firm has also specialized in creating educational platforms such as the International Food Media Conference, the Restaurant Futurists Conference and food and beverage product utilization seminars.

The "Janus Direct" system follows a traditional promotional value chain consisting of a campaign sponsor (the brand), marketing agency, content provider, and traditional promotional channels such as TV, radio, print media or even the Internet.

Primavera and Steinman underscore the point that "Janus Direct" utilizes mobile marketing technology, not as a stand-alone, but rather as a medium to leverage traditional communications to new channels, such as the recent Mobile Marketing Campaigns associated with American Idol, The Apprentice, and the Super Bowl MVP campaigns.

"Primavera's job is to create the strategy and messaging with clients," says Steinman, "and my firm's job is to broadcast that information instantly and seamlessly to the identified markets."

For more information, visit www.PrimaveraPR.com and click on the "Janus Direct" icon. Or, call: 1-800-899-4326, for a preliminary phone consultation.

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