

# Orca SPLASH

Volume 1 Issue 4

## LETTER FROM EXECUTIVE V.P./DIRECTOR OF PUBLIC RELATIONS, ANN NODER

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Dear Readers:

The power of public relations is extraordinary. We at Orca Communications Unlimited, LLC believe a well-executed PR campaign can contribute greatly to a company's success. And it has for our clients, time and time again. We have a motto that expresses our passion; "in public relations the only thing that matters is results." And they aren't easily achieved.

Orca's dedicated team of Account Executives works diligently and aggressively with the media to get our clients press coverage. Part of our success comes from our well-established relationship with countless reporters, editors and producers, including some of the biggest and best. They often come to us for stories as they've learned to rely on Orca as a resource. It is also our ability to make a product, service or person 'newsworthy' that sets us apart. We know how to frame a pitch in just the right way that makes it appealing to the media's ear.

In just the past year, Orca's clients have been covered by *Good Morning America*, *CBS Early Show*, *Fox & Friends*, *WNBC-TV/New York*, *Family Circle Magazine*, *Time Magazine*, *Redbook*, *Ladies' Home Journal*, *In Style Magazine*, *Animal Fair*, *Woman's World*, *Chicago Sun Times*, *New York Times*, *San Francisco Chronicle*, *USA Today*, *Wall Street Journal*, *IVillage.com*, *About.com*, and countless others. We are proud to have generated these fabulous results.

Orca certainly doesn't achieve all this alone. Our clients play an important role in the success of any PR campaign. From the beginning, it is imperative we learn about their goals and aspirations. We want to be sure we tailor a campaign that suits their needs. Throughout the campaign, it is equally important we have open and frequent communication. The support and encouragement of our clients means a lot and only fuels our commitment to achieve extraordinary results.

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## Q&A with Missy Cohen-Fyffe of Babe Ease, LLC

*Could you describe your product to our readers?*

Babe Ease, LLC, manufactures and distributes the Clean Shopper, a unique, cotton-quilted cover designed to protect babies and toddlers from the disease-causing bacteria found on shopping carts. We also manufacture the Clean Diner. It, too, is a one-piece, cotton cover but it has been designed to protect babies and toddlers from the dirt and grime left on wooden restaurant high chairs. Both products are easy to use, wash and store. Clean Shoppers have been on the market since March of 1999. Clean Diners made their debut in May of 2003.

*Please describe obstacles in your way of achieving success.*

Finding quality manufacturers and producing enough product to keep up with demand tend to represent our biggest obstacles. But I was successful at networking and

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# Who's SWIMMING WITH OUR POD? Orca Client Overviews



## Media Guide to the Best Health Products

Visit [www.BestProductsMediaGuide.com](http://www.BestProductsMediaGuide.com) to learn more about these clients!

- Coral Complex 2 – Calcium and trace mineral supplement
- Easy Expressions™ Bustier - A hands-free pumping bra
- AM/PM Menopause Formula - 24-hour relief of Menopause Symptoms
- Fatigued to Fantastic! - Nutritional system that increases energy and eliminates brain fog
- Acidophilus Pearls – Improves digestion
- Arthri-Zen Relief - A dietary supplement that supports joint and muscle comfort
- Yoga-Syz Video/DVD - Easy-to-follow Yoga workout
- Etaprin Ultimate Relief System™ - Pain reliever and anti-inflammatory
- The Fresh Start Kit - Guide to making healthy, all-natural baby food
- Similasan Corporation - Eye drops



Arthri-Zen Relief

## And, ANNOUNCING... the newest member of the Orca Communications' Best Products Media Round-Ups!!

### The Media Guide to the Fantastic at 50 Best Products

Launched December 1st, 2003!

- The Crisis in American Nursing Homes – Guy Seaton's book about nursing homes
- NonyX ® Nail Gel – Addresses the problem of unattractive, discolored toe and fingernails
- Ask Mr. Modem! - Weekly Newsletter that helps seniors stay "connected" on-line
- Similasan Corporation – Eye drops
- SATelite – A very powerful desk lamp that brings relief from dark winter days
- Audible Otis – Leading provider of downloadable audio books
- BioFend – Anti-aging product
- Paws of Endearment – Three dimensional casting of a pet's paw
- Petrotech – Revolutionary Odor eliminator

Be on the look-out for Orca's next round up of Best Products Media Guides: Best for Pets Spring Guide, Best for Bride & Groom, Best for Baby & Beyond 2004, Best for Golf, and Best for Home & Garden!

## Orca welcomes our newest Full Service Clients

- Babble Ball™ - An interactive pet toy that talks and makes noises when touched.
- CatSeat™ – A seat for cats that mounts on to the toilet
- Mommyshop.com - An Internet community where you can shop and visit with other moms for advice and support.
- Babe Ease, LLC – The original clean shopper ® provides a safe, clean shopping environment for babies and toddlers.



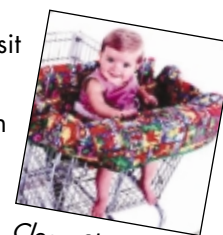
Babble Ball™



Cat Seat™



Mommyshop.com



Clean Shopper®

## Q&A CONTINUED

located a factory in Asia that met my criteria for quality, honesty, manufacturing practices and delivery. I now work directly with this factory and approve quality every step of the way.

*What do you enjoy most about "owning" this product?*

The best part about owning the Clean Shopper (and subsequently, the Clean Diner) is simply that I have taken an unknown product and watched it grow into the leading item in its category - nation wide. Additionally, I know that the products my company manufactures and distributes are filling a real need by enabling mothers and caregivers to shop and dine with their children while protecting them from the harmful bacteria lurking on these public surfaces.

*How has Orca helped you in your journey?*

Orca has been instrumental in increasing awareness of our products and building our brand name. Since we came on the market, nearly five years ago, a number of copy cat products have appeared. Orca has helped distinguish the Clean Shopper as the original, tried-and-true shopping cart cover. They have also taken the time-consuming job of Public Relations off of my desk enabling me to focus on manufacturing, new patents and the overall job of running my business.

# SPOUTING OFF!

Special Congratulations goes to Flightsuits! for being featured on NPR's *All Things Considered* weekend show!



*Flightsuits!*

Here are just a few recent results for our clients!

## Full Service Clients

Babble Ball™ – Dallas Morning News (532,000), WITI-TV Milwaukee

CatSeat™ – CNN “American Morning,” mentioned on the Jay Leno Show, WITI-TV Milwaukee

Mommyshop.com – Orlando Sentinel (270,000), Dallas Morning News (510,000), Boston Herald (250,000), Houston Style, Dailycandy.com, In Style Magazine (1.8 million), and much more

Babe Ease, LLC – Featured on Good Morning America!

Navajo Weavings - Primetime Live, Log Home Living (100,000), Los Angeles Times (985,000), Atlanta Journal Constitution (610,000), Arizona Daily Star (110,000), Arizona Tribune (110,000), and many more.

Smart Cat™ – iVillage (30.6 million), New York Times (1.1 million), USA Weekend (45 million).

Petrotech - The Record/New Jersey (191,000), Houston Chronicle (510,000), Fort Wayne Sentinel (150,000), Sacramento Bee (310,000), KTVK-TV Phoenix (Market #16), and much, much more

## Baby & Beyond Media Guide Results

Congratulations to Clean Shopper, Just Too Cute, DreamPearls™, and Ride On Carry On! All moms were featured on Good Morning America, November 10th - [http://www.saleobserver.com/issues/031113/pelham\\_01.html](http://www.saleobserver.com/issues/031113/pelham_01.html)

*Andrew Fyffe, 6, hugs the television as his mother appears on “Good Morning America” to tout her products “The Clean Shopper” and “The Clean Diner.”*

## A FEW Highlighted Results:

Ride On Carry On - Parenting (2.1 million), Orlando Sentinel (266,000), Boston Globe (448,000)

The Clean Shopper® - Woman's World Magazine (1.6 million), New York Times (1.1 million), Boston Globe (448,000)

Baby Sherpa™ - Ladies Home Journal (4.1 million), Pregnancy Magazine (205,000), Fitness Magazine (1.4 million)

First Journey Carrier - Kid Tips Magazine (3 million), Canadian Living (525,000), Post Standard New York (188,000)

DreamPearls™ - Woman's World (1.6 million), Los Angeles Family (200,000), Children's Business Holiday Guide — best picks

Cozy Crib Tent - Fort Worth Star Telegram (236,000), Florida Monthly (207,000), Dayton Daily News (138,000)

Baby's Bliss Gripe Water - Kid Tips (3 million), Medstar Advances/50 TV stations, New York Daily News (767,000)

Similasan Ear Ache Relief - Iowa Family, Parents Express (80,000), Nashville Parent (45,000)

Just Too Cute - Country Homes Magazine (1.1 million), Arizona Republic (485,000), Senior Beacon (200,000)

Snappi Baby - iVillage.com/Parents Place (30.6 million), Baby Talk 2.1 million), KTVK-TV Phoenix (Market #16)

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## PR Word of the Month

**Positioning:** Placement of a company, its products or services in a market category or in relation to its competition

## Quote of the Month

“There is only one thing in the world worse than being talked about, and that is not being talked about.”  
Oscar Wilde

## Holiday Pet Guide Results

**Alpen Schatz Collars** - San Jose Mercury News (276,000), New York Resident Magazine (120,000), Curious Parents (330,000)

**K9 Fusion** - XM radio, Chicago Sun Times (491,700), Charlotte Observer (242,000)

**Drinkwell® Pet Fountain** - Pet Services Journal (23,000), AKC Gazette (54,151), About.com-CAT page (32 million)

**Soft Claws** - About.com (32 million), CBS Early This Morning Show (2.5 million), The Advocate- (108,000)

**Panic Mouse Cats & Kittens** (50,000), Animal Fair (200,000), USA Weekend (43 million), Abcnews.com (5.9 million), Petplace.com (3 million)

**Flight Suits!** - CNN "American Morning," NPR All Things Considered weekend show, Entrepreneur Magazine

**Supreme Pet Foods** - Dr Marty Becker column (15 million readers in 350 newspapers), Business Journal of Phoenix (13,900), Maui News (22,000)

**Doggie Diary** - Bookwire.com (150,000), Dr. Becker's Radio Show (syndicated in 80 cities), Dogs USA 2004 (100,000)

**Petaprin™** - iVillage (30.6 million), Salud Plus (50 million), National Examiner (500,000)

**DJ Furniture** - Pittsburgh Post Gazette (248,000), Dog World - (63,000), Willamette Week (85,000)

**Kozy K9** - Car & Travel Monthly (802,000), iVillage (30.6 million), AmericanBaby.com (700,000)

**Animals and the Afterlife** - San Jose Mercury News (276,000), Bookwire.com (150,000), Dallas Morning News (501,000)

**Dr. Elsey's Cat Attract™ Training Litter** - American Baby.com (700,000), About.com-CAT page (32 million), New York Daily News (737,000) -Cat Special in December

**Fetch Fries™** - Indianapolis Woman (61,000), Petplace.com (3 million), Dr. Becker's Syndicated Column (15 million)

**Babble Ball™** - Chicago Land Tails (40,000), Dallas Morning News (501,000), msn.com

## Health Media Guide Results

**Acidophilus Pearls** - Delicious Magazine (441,000), Alternative Medicine Magazine (105,000), Natural Foods Merchandiser (16,000), Redbook Magazine (2.3 million)

**AM/PM Menopause Formula** - Delicious Magazine (441,000), Natural Foods Merchandiser (16,000), Canadian Living (525,000)

**Fatigued to Fantastic!** - Delicious Magazine (441,000), Natural Foods Merchandiser (16,000), Herbs for Health Magazine (30,000)

**Easy Expression™ Bustier** - Pregnancy Magazine (204,000), City Parent Magazine (190,000), MetroKids Magazine (45,000)

**The Fresh Start Kit** - Delicious Magazine (441,000), WRTV ran story Oct. 15th, City Parent Magazine (190,000), MetroKids Magazine (45,000), MedStar Advances/50 TV

**Similasan Eye Drops for Dry, Red Eyes** - Delicious Magazine (441,000), Herbs for Health Magazine (30,000), Sweat Magazine (50,000)

**Yoga-Syz Video/DVD** - Prevention (3.1 million), Memphis Health and Fitness magazine (30,000), Fit Magazine (145,000), Sweat Magazine (50,000), Fitness Magazine (1.4 million)

## ORCA IN THE NEWS

In the past few months Orca has been making some big waves in the media.

- On October 3rd, 2003 we were featured in the Phoenix Business Journal along with PetsMart and Farnam as being one of the leading pet businesses in Arizona! *Pets give two paws up for unique animal products*
- On October 13th, 2003 Julia Hutton was featured in PRWEEK's "A Day in the Life" column.
- On November 24th, 2003 East Valley Tribune wrote a great article about our business model and why we are so successful! *Technology Enables E.V. firms to flourish without the water cooler* - <http://www.aztrib.com/index.php?sty=13540>
- Orca will appear in the January/February issue of *Home Business Magazine*, stay tuned!
- A TOOT goes out to Julia Hutton, founder and President/CEO of Orca, for being recognized in *National Register's Who's Who in Executive Professionals*. Congratulations Julia!



Faced with a wide variety of product choices in today's market, what will make a customer choose you over your competitors? Branding.

Product branding is when your product or service is known as something only you can deliver. Essentially, branding creates brand loyalty and an image in the consumer's mind. As Fisher Roffer, author of *Make A Name For Yourself*, points out, "if you don't brand yourself, someone else will" (p. 2). You may not like their brand, so it would be best to create your own. But how does one brand successfully?

"According to brand managers at companies nationwide, public relations is best used for establishing the credibility, building the equity, and maintaining the strength and vitality of a brand," claims a 1999 survey by McBain Associates. The research also showed that

brand managers extensively use PR in other marketing disciplines as well. In other words, even more so than advertising and/or sales promotion, PR is a very effective tool when it comes to creating a brand.

Branding managers ranked the following five out of 12 branding objectives in accordance with PR:

- Surrounds the brand in a particular editorial context (cited by 51 percent of all respondents)
- Establishes brand credibility (51 percent)
- Works when traditional media are impractical (44 percent)
- Implies third-party endorsement (39 percent)
- Provides more impact for the marketing dollar spent (35 percent)

Branding obviously plays a very important role in the whole marketing scheme of a company and should be successfully established as soon as the product is available to the public.

## MEDIA AND CLIENTS GUSH ABOUT ORCA!

"Prior to starting Babe Ease, LLC, I was a PR consultant so I know what goes into orchestrating a PR campaign. Even so, I was amazed at what you accomplished in such a short period of time for so many clients. My hat goes off to your hard work and incredible results! I can't thank you enough."

*Missy Cohen-Fyffe, Babe Ease, LLC*

"The sales have been awesome since the NY Times article and all the other papers that have carried it. Many Thanks!"

*Heather Irbinskas, Snapbacks*

"Let me take this opportunity to let you know that I believe you and your company did a wonderful job. Please feel free to use me as a reference for other potential clients. I hope to expand our relationship some time in 2004 when all the sales from this campaign start rolling in. Thanks."

*Pat Ferdinandi, Scarlet's Feathers*

"Hi Ann. Tell your clients they're lucky to have you."

*Brent Bowers, Business Editor of NY Times*

You all did a wonderful job and I just want you to know how much I appreciate all your hard work. I spend so much money going to market trying to promote my products, and I really feel that you were some of the best money I spent.

*Teresa Thompson, Just Too Cute*

## POD PARTNERS

These are pet related sites that we have reviewed and found to be useful and interesting. We take no responsibility for the contents or quality of products/services offered by these sites. Enjoy!

- <http://www.nanceestar.com/pet.html> - Your pet's astrology!
- <http://justinsstory.freewebsites.org/page4.htm> - We are a NO-KILL organization dedicated to the saving and the rehabilitation of homeless, abandoned and unwanted animals.
- <http://www.judyshealthcafe.com/> - Natural health for pets and people.
- <http://www.takethelead.org/> - A not-profit foundation dedicated to provide service, support and care for participants in the sport of dogs, who suffer from a terminal illness.
- <http://www.animalconcerns.org/> - A non-profit organization, which has been providing access to thousands of online environmental and animal rights/welfare resources since 1991.