

Local Creative Firm Focuses on Reaching Women

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Round Rock-based Peer Group Consulting (PGC) has been selected to represent Austin-based Pok-e-Jo's Smokehouse and Roger Beasley Premier Mazda in Georgetown. PGC, a full-service creative firm representing various industries including the restaurant and automobile sectors, is responsible for increasing community awareness, managing large-scale events, and implementing vertical marketing strategies for these two well-known companies. The firm's approach will include focusing on women who are responsible for making over 85 percent of household purchasing decisions in the U.S.

According to WomenTrend, over \$7 trillion in consumer and business spending is controlled by women. Family values, community involvement, and relief from sales pressure are driving today's women-centric economy and PGC's marketing strategies for all clients, including Pok-e-Jo's and Roger Beasley Premier Mazda. The agency has been recognized as an expert in opening up this market to their clients by conducting extensive consumer behavior research, which coincides with targeting ad placement, in-store specials, messaging, events and product development.

Over the next year, PGC will take the Pok-e-Jo's Smokehouse business philosophy to the next level by addressing in-store signage, advertising, and creating more family-oriented events to attract busy working mothers. Currently, their most popular menu item is the "Family Pack," which feeds a family of 4-6 people for under \$25. Ideas for expanding on this promotion are to lower the price of a kid's meal to \$1.99 and include a coloring menu and crayons with every take-out order.

"Keeping our customers coming back each week despite the rising costs of gas and produce is our priority," says Danny Haberman, Pok-e-Jo's Owner. "There is no better time than now to beef up our marketing efforts to make improvements that will generate a long-term impact on our company's presence in the Austin and Round Rock communities."

Similarly, Roger Beasley Premier Mazda has an extensive local history and has already taken steps to appeal to their female clientele by becoming the first dealership in Central Texas to be certified as "Female-friendly" by AskPatty.com, a reliable place for women to get advice on car purchases, maintenance and other automotive related topics. In addition, Mazda corporate has recently implemented brand value improvements through the "Sustainable Zoom Zoom" campaign, which focuses on the automobile industry's response to transportation issues. PGC will be kicking off public relations and marketing efforts for the Georgetown location with a vertical market campaign and exclusive auto unveiling of the new Mazda6, which will be taking place in mid-late August 2008.

PGC was founded in 2005 by Sha Embree and is known as a creative powerhouse with projects ranging from designing and developing award-winning web sites to branding, promotions, and creating inspiring ad campaigns. Clients include: Z'Tejas Southwestern Grill, Baker-Aicklen and Associates, Moman Architects, and the Chuck Nash Auto Group. Embree is a published expert on expanding marketing efforts to reach women and has spoken about the topic at numerous events throughout the U.S.