

CRESTON ADVERTISING

BRANDING . MARKETING . PUBLIC RELATIONS

Newsletter Volume One . 10/2006

- Pg 1: PDA/cell phone Privacy Tips
ChannelLine Advisory Council
New Digital Home Sweet Home
- Pg.2 Creative Web Marketing
Focus on Women
- Pg.3 Medinostics LLC
How to Impress the Boss

And You Thought You Hit Delete S u r p r i s e

The vast majority of cell phones and PDAs contain personal and sometimes proprietary information. Some users password protect devices and some don't.

Going back to the days of my first cell phone, I did password protect it. Seemed like a good idea, but it became a pain every time I had to go through the drill. So, after the annoyance got to me, I got rid of the protection. Not smart.



You've erased it...and it's gone. Right? The hard drive on your computer is just like the one on your cell phone or PDA. So, when dealing with unwanted files and info, you delete it and it's gone. Right? Hmm...maybe not.

At some point, you might want and/or need a new device. What to do with the old one so as to not add to the toxic mess in the landfills.

So Fast Track your Privacy, OR ELSE. Gone, but not forgotten. Try, gone, but salvageable. Probably not what you wanted to hear unless you really need that file. Bottom line...salvaging data from discarded devices is a slam dunk with the right tech guru on a mission.



In fact, for those of a curious nature, (perhaps even that bright little one of yours who takes after mommy or daddy) there are even free Internet tools along with commercial tools to resurrect data. And, we're looking at a very *small tool* with minimal code. When you delete a file, all you're doing is changing the index of the file or the file pointers. Since phone and PDA data is stored in flash memory, it's still there even if the battery is removed or drained. The only way to delete it is to use a "hard reset" so that it

reverts to the original factory settings. By the way, this is not something that you can do yourself since each manufacturer has a different procedure.

Given the fact that private chat logs (really messy in case of a divorce, or sensitive business dealings), business e-mails, marketing plans, passwords and credit card numbers should not be easily accessible, password protect. I don't recommend placing credit card info into any of these devices and you may not agree. How hard is it to take the cards from your wallet or purse and use the info?

How much of what you place in memory do you really need? One last comforting thought, 90 percent of discarded cell phones and PDAs contain sensitive material.

ChannelLine Advisory Council

New York, NY - Creston Advertising and Branding is pleased to announce that Diane T. Creston will serve as an ChannelLine Advisory Council Member, a high-level think tank leadership group founded by Integrated mar.com in partnership with Gartner, NASBA, SNIA and the CMO Council.

The Council's 500 plus members include senior executives from industry vendors, distributors, sellers and suppliers. Mission: To develop and implement programs and tools that address current and future IT Industry challenges.

\$ Home Sweet Home \$

Just when you've sworn off spending one more dime on redecorating or adding new "stuff" to the house, we bring you up to speed with what's in store for the future. Interesting at best, and interesting as in very, if you plan to sell in the near future to up size, down size, or ... whatever.

OK...time warp. Remember George Jetson, Pebbles and Bam Bam? It was clearly a while ago. Guess what? Then is now when it comes to the home that

anticipates our needs. It's been our observation that there are not too many people who can do that much less a house. However...

New developments such as thumbprint scanners for security, computer controlled metal sun shades, the ability to check e-mail from every room (the office, my kitchen, laptop and den are not enough?), a shower that knows how hot - and where - you like your water, larger spacious bathrooms, elaborate shower heads, showers where you can walk in without a shower door, voice control to open your safe, e-mail and/or voice a phone call to your shower so that a drawn bath just the right temperature and with the right lighting will be waiting for you when you arrive home, and so much more.

New construction will feature these enhancements and the rest of us will strongly consider upgrades. What about e-mail in the shower...now that's an idea!

So for those of you who develop products for the home, this is a heads up. For those who don't, it's a growing market.

Creative Web Marketing (CWM)

Where does your site rank? Does it have incredible amounts of original content along with an enticing visitor experience? The rules have changed, so that now the focus should be concentrated on visitor optimization and content optimization instead of search engine optimization.

Interactive: Engage the minds of your visitors at all times using surveys, commenting and feedback. Make these features easy for your visitors and your site will grow exponentially. Why? Because they feel like you actually care about them. Interaction is a powerful tool and creates a sense of community on your site.

Dynamic: Have as many RSS feeds as you can muster to incorporate throughout your site. Your visitors need to be able to receive RSS feeds for any keyword, category or archive as well as create their own. One feed is no longer enough to satisfy your visitors.

Consistent: Include a site blog in your site and post to your blog often with original, quality content. That doesn't mean you need to produce 800 word articles three times a week. Your goal should be to become a news master. You need to be an "authority" on the news happening in your niche with articles no longer than 250 to 300 tops.

What About Sub Markets?

After you launch the site and generate traffic, consider creating subdomains that cover related sub areas. For example, Corporate-Resources.Com is not an active site, but if it was then a typical sub area site setup would be something like:

- * <http://supplies.Corporate-Resources.Com>
- * <http://corporatekits.CorporateResources.Com>
- * <http://insurance.Corporate-Resources.Com>
- * <http://corporateinfo.Corporate-Resources.Com>

Using this approach, you are able target your general market while generating more targeted traffic pertaining to related sub-markets.

Using this approach, you are able target your general market while generating more targeted traffic pertaining to related sub-markets. As a rule of thumb, the index pages on your domains and subdomains should be more focused on content, but the article and commentary pages should be more focused on advertising. Just do not ever lose sight of the most important aspect of your site which is visitor experience otherwise known as visitor optimization.

Actively marketing your site, generating new partnerships and constantly enhancing your website so that your site gains top rankings.

Focus On Women

One of the Focus On Women segments featuring our president, Diane T. Creston, and Lyn Sanborne, manager, Community Campaigns for "Save The Children" is included in the videotapes donated to Harvard University Library by Florence Rapoport and Cablevision.

Repository: Schlesinger Library, Radcliffe Institute

We are very grateful to Florence Rapoport for the outstanding work that she has created and for the support that she has given to Diane Creston and other women over the years.

Focus on Women. Videotapes, 1983-1993

Produced in the Studios of Cox Cable New York: A Finding Aid Acquisition Information:

These videotapes were given to the Schlesinger Library between November 1991 and September 1996 by Florence Rapoport and Cablevision.

History

"Focus on Women," a television program featuring women of achievement, was initiated by Florence Rapoport in 1983 and produced by Long Island Cablevision.

Each show consists of a half-hour interview by FR. Prevalent among the women interviewed are writers, psychologists, artists, teachers, scholars, social activists, entrepreneurs, politicians, and health professionals. "Focus on Women" is directed by Shari Schultz, with assistance from Gayle Chokas.

FR, who lives in Great Neck on Long Island, N.Y., was formerly a screen- and speechwriter, an economic analyst for the federal government, and for more than twenty years a schoolteacher. In 1978, she



co-founded WOMAN-SPACE, a center created to serve the educational, psychological, and social needs of women in the Great Neck area.

Scope and Content

Guests featured in the show segments include: Cuomo, Matilda. Health and social services

activist; wife of Governor Mario Cuomo of New York; Sanborne, Lynn and Creston, Diane.

Sanborne is manager, Community Campaigns, "Save The Children." Creston is President, Creston Advertising; a leading specialist in cause-related marketing; Steinem, Gloria. Parts 1 and 2. Founding voice of the current women's movement. Lecturer; organizer; founding editor of Ms. magazine; author, Thomas, Barbara S. Commissioner, Securities and Exchange Commission (S.E.C.), among others.

Creston Launches Corporate ID and New Packaging for Medinostics LLC

New York, NY - A spokesperson for Creston Advertising & Marketing, Inc. announces that the New York based marketing and branding agency has successfully completed the logo design for its Medinostics LLC client, a manufacturer of medical test kits.

The agency has also put the finishing touches on

package designs for the Medinostics Malaria Test Kits and the Medinostics Aids Test Kits. These kits, the first two of 28 kits, are slated for distributed to third-world countries.

Worldwide, HIV/AIDS and malaria contribute to the large and growing causes of the death and disease burden, especially in sub-Saharan Africa," researchers write. HIV is the leading cause of death worldwide (among those ages 15-59), UNAIDS — 2006 Report on the Global AIDS Epidemic.

Malaria kills more than a million people worldwide each year—90 percent of them in Africa; 70 percent children under the age of five. A recent report by two United Nations agencies—the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) #151; outlines the enormity of Africa's malaria problem and calls on the global community to step up its efforts to combat the disease.

Every year, nearly 1,500 cases of malaria are reported in the United States. Most of these cases occur in US residents who become infected while traveling abroad. Up to ten of these malaria patients will die each year. However, practically all these deaths are preventable.

Diane T. Creston, president and creative director of Creston Advertising & Marketing states, "We're pleased with our involvement in this design project. Our designs and packaging play a small part in the life saving work that Medinostics is involved with. Without the tests, there can be no treatment or intervention, so this is the first step and one that we are proud to contribute to."

Eager to Impress the Boss

A young MBA was leaving the office late one evening when he found the CEO standing in front of a shredder with a piece of paper in his hand. "Listen," said the CEO, "this is a very sensitive and important document here, and my secretary has gone for the night. Can you make this thing work?"

"Certainly," said the young executive. He turned the machine on, inserted the paper, and pressed the start button. "Excellent, excellent!" said the CEO as his paper disappeared inside the machine. "I just need one copy."

©2006 Creston Advertising & Marketing, Inc.

All rights reserved. The Creston logo is the property Of Creston Advertising & Marketing, Inc.