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MARKETGARDEN'S "PLANNINGJUICE" PRODUCT SQUEEZES BIG IDEAS OUT OF LIMITED MARKETING BUDGETS

(DALLAS, TX) – MarketGarden, LLC, a full service, Dallas-based brand consultancy and integrated marketing communications agency, announced today the release of a new marketing planning product called "PlanningJuice™".

Like a refreshing, high-energy exercise drink, PlanningJuice was created to give a quick boost to a company's marketing performance. It's basically a concentrated marketing planning exercise designed to quickly squeeze high potency marketing ideas out of a company's brain trust, for a significant ROI to the client.

"In our experience, many of the best untapped marketing ideas already exist in the form of intuitions and hunches in the minds of a client's top managers and sales people," said Joe Zagorski, MarketGarden founding partner.

PlanningJuice consists of a series of one-hour long, intense depth interviews, with usually five to ten key members of the client organization, leading to a short list of particularly "juicy" marketing opportunities that are readily and realistically within reach.

Zagorski created the idea working with existing clients who clearly needed a formalized marketing plan, but couldn't afford the time or budget to develop a larger-scale plan at standard, "big agency" consulting rates.

To achieve its end, PlanningJuice limits the engagement scope and timeline of the exercise to a couple of weeks, involving only a handful of thought leaders within a company. MarketGarden planners interview these thought leaders using a Socratic dialogue methodology that essentially helps the participating managers elucidate their experience-based intuitions about the company's most promising marketing and advertising opportunities. These divergent ideas are then integrated with the marketing expertise available at MarketGarden and presented back to the client for approval as a comprehensive and realistic marketing plan, focusing on the top five-to-ten marketing opportunities.

A recent engagement involved a local neuroscience systems manufacturer whose brand was challenged by more aggressive, flashier competitive marketers. The MarketGarden PlanningJuice exercise generated a short list of ten practical marketing ideas, starting with an update of the company website to accommodate live, online demonstrations and live customer support.

Another project, for a remittance processing unit of a large management consulting company, yielded a highly focused business-to-government direct marketing campaign aimed at securing two to three high-volume municipal contracts in a six-month period. Prior to participating in the PlanningJuice program, the client was struggling to define its audience and communications strategy, resulting in unsatisfactory returns on their marketing investment.

“In lean times, companies have to be craftier about how they invest their marketing dollars,” Zagorski said. “By helping the best minds in an organization to zero-in on their most profitable, realistic ideas, MarketGarden’s PlanningJuice boosts the impact of limited budgets and builds the bottom line.”

For more information about MarketGarden, or its new PlanningJuice marketing planning product, contact Joe Zagorski at 214-750-6601 or email info@marketgardenllc.com.

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