



### **Thinking Differently**

We've heard it all before - statements that start out with, "well, in this economy...." And I will start my sentence that way too... In this economy, we must think differently about business. How to market. Where to trim. What we excel at. Through this process we develop a meaner, leaner more productive machine. Sometimes we must look at how we operate our business and find opportunities in the otherwise dark holes.

### **Case Study: Savannah Mall**

Large retailer Steve & Barry's announced their closing in the first quarter of this year. Occupying an enormous footprint of 90,000 sq/ft in the mall's center, all knew this couldn't be a pretty void. In normal markets, a leasing manager would seek other tenants. At this grand scale, the odds were slim for 2009. Enter creative thinking and strategy. The Savannah Mall is launching an innovative concept - an indoor marketplace supporting smaller retailers with complimentary products, making it easy for both shoppers to find all they are looking for while provide store owners lower rent and easy storefronts to get into. We hope you've seen the campaign which launched mid-July and the series of digital billboards, personalized direct mail and print ads placed throughout the creative coast, tempting might-be entrepreneurs to take these tough times as a tool for empowerment and business ownership. Click [here](#) for the full press release.

Check out the interview and [report](#), aired on July 27th, on Fox Business News. Clark Creative is responsible for many of the marketing concepts and media plan, direct mail, copywriting and tagline "Retail - Redefined."

### **Positive Thinking**

And just for fun... the advertising world is being clever about how to think positively. Check out this [commercial](#) and happy jingle for VW Passat.

### How do you think?

We all use both hemispheres of our brains to some degree but in most people one side dominates. I've always thought I must be 50-50 in terms of use. A creative thinker but heavily focused and involved on the business side as well. I took a test and found out I'm actually 49% - 51%.

Take this [one](#) and see how you rate.

So. What do you think? Have any topics, ideas or feedback for us? Please let [me](#) know what's on your mind.

- Cari

### Green Matter #7: Rethink the paper you use.

Instead of using paper that could be harmful to the environment, try requesting a paper that doesn't use wood, such as bamboo, kenaf or hemp.

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