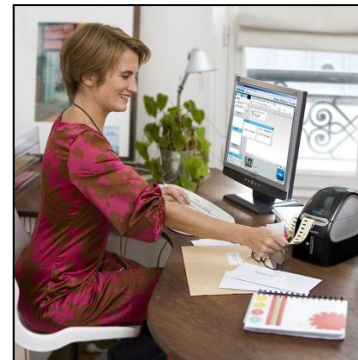


From Zero To Community

Practical Advice For Growing And Nurturing An Online Community

#Powered - @bwdumars - @SharpieSusan - @Rubbermaid - @Gracobaby



Bert DuMars, VP E-Business & Interactive Marketing
September 17, 2009

Sharpie Uncap What's Inside

- » Objective: Increase buy-rate
 - Consumers buying once every two years
 - Buy more Sharpies more often
- » Strategy: Inspire creative use
 - Consumers are unaware of product portfolio and variety of ways to use Sharpies
 - Integrate social media and mass media tactics that leverage multiple consumer touchpoints extending the reach of the campaign
 - Develop a Sharpie Community that embraces and showcases Sharpie fan creations and innovations
- » Tactics:
 - Show inspiring ways to use Sharpies . Blog & Community
 - Showcase and celebrate Sharpie fans and the range of innovative Sharpie creations
- » #Powered - @bwdumars - @SharpieSusan

Sharpie.

LENOX

IRWIN.

PAPER MATE

Goody

LEVOLOR

Rubbermaid

PARKER

GRACO

DYMO

Calphalon

TC technical concepts

WATERMAN
PARIS

Aprica

Sharpie Uncap What's Inside



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Sharpie Blog

Uncap what's inside™

Art Celebrities Community Holidays» Ideas Other Q&A TV Ads

OPC Kicks

ops@yahoo.com
426-8830

The best custom shoes out there



Before and After



Boey shows one side of a cup entitled, "Run Baby Run."



SHARPIE IRWIN
LENOX PAPER & MORE

Sharpie
Uncap what's inside.
sharpieuncapped.com

Suggest to Friends
Add to my Page's Favorites
Subscribe via SMS
Remove from my Page's Favorites

Grab a Sharpie and make something already.

Information
Founded: 1964 - happy 45th birthday to Sharpie!

Sharpie Permanent Markers We've got the Stainless Steel, the Sharpie Pen, in stores soon the RETRACTABLE Sharpie Pen, ACCENT Highlighters w/ SMEAR GUARD technology, Fashion Wrap ACCENT highlighters, personalized Sharpie markers... What I want to know is...WHAT DO YOU WANT? What is your idea of the PERFECT SHARPIE Marker? (Mine would respond to emails, bring me coffee & have the perfect come-back so that I don't think of it 2 hours too late!) on Thursday

Wall Info Photos Boxes Poll Video

Write something... [Share]

Attach [Icons]

Sharpie Permanent Markers Just Fans

Sharpie Permanent Markers We've got the RETRACTABLE Sharpie Pen, ACCENT Highlighters w/ SMEAR GUARD technology, Fashion Wrap ACCENT highlighters, personalized Sharpie markers... What I want to know is...WHAT DO YOU WANT...Read More » August 27 at 12:48pm · Comment · Like

6 people like this.

View all 5 comments

Chestena Whittington the Sharpie Pens in all the colors

Rubbermaid Adventures In Organization

- » Objective: Increase Awareness of Rubbermaid Organization Solutions
 - Consumers have high awareness of Rubbermaid brand, but not organization solutions
 - Consumers use Rubbermaid products to organize home . increase sales
- » Strategy: Engage With Professional Organizers & DIY Homeowners
 - Reposition Rubbermaid brand around organization product portfolio and variety of ways to inexpensively organize their home
 - Integrate social media and mass media tactics that leverage multiple consumer touchpoints extending the reach of the campaign
 - Engage with National Association of Professional Organizers (NAPO)
- » Tactics:
 - Integrate social media features into Rubbermaid.com . consumer generated product reviews, Sharing Services, Facebook, Twitter and blog
 - Show Before & After videos and photos that inspire use
 - Showcase professional organizer and consumer organization success stories on blog, Facebook, Twitter, YouTube and other social networking sites
 - Provide Samples to select bloggers focused on the home and home organization
- » #Powered - @bwdumars - @Rubbermaid

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Rubbermaid Adventures In Organization



Rubbermaid

Rubbermaid - Adventures in Organization

Rubbermaid experts share real life stories, experiences, insights and other tidbits.



[« Everyone has a Water Jug but my son | Main | Organizing Your Shoes »](#)

08/19/2009

Q&A with Audrey Thomas, a.k.a. Organized Audrey, CPO®

Audrey Thomas, a.k.a. Organized Audrey, CPO®
Minneapolis, MN - www.OrganizedAudrey.com



1) How long have you been a professional organizer?

I began a professional speaking business nearly 18 years ago. As I addressed audiences on the topic of Home and Office organization, people often sheepishly asked me if I would ever consider coming to their home to help get them organized. After hearing that same question over and over, I began offering one-on-one consulting to individuals in their homes and offices

Rubbermaid

Wall Info Photos News YouTube Twitter +

What's on your mind?

Attach Share

Rubbermaid Just Fans Settings

Rubbermaid Check out this video with @declutteryou - shows an achievable before/after of closet/room org project.
gannett.a.mms.mavenapps.net
Source: gannett.a.mms.mavenapps.net

08/14/2009

Calling All Bloggers to TakeAlong a Fun Lunch

Hey all you fabulous bloggers out there,

[Jim](#), [Lauren](#) and [I](#) have got some great news...we're looking for bloggers to write about how to



TakeAlong
a Fun
Lunch

Sharpie

LENOX

Product Reviews Review This Product Choose a sort order

Overall ★★★★★
Appearance ██████████
Durability ██████████
Quality ██████████
Ease of Use ██████████

Love these containers! Reviewed on: August 29, 2009

"These are the best! No more searching for matching lids. No more stains. No more bowls falling out of the cabinet. Want more sizes and shapes though."

Was this review helpful to you? [Yes](#) [No](#) ([Report Inappropriate Review](#))

[asloughal](#) (more by me)
Location: Clarksville, TN



Graco Baby From The Heart

- » Objective: Humanize The Brand, Increase Positive Brand Perception
 - Develop a lifestyle and emotional branded experience
 - Increase consumer preference for Graco Baby products
 - Increase positive word-of-mouth
- » Strategy: Showcase Real Graco Baby Employees
 - Show Consumers we are parents too and that we deeply care about the quality and safety of our products . our kids use our products
 - Develop social media program focused on parenting, with primary focus on new moms and dads
- » Tactics:
 - Blog about parenting, soft on product
 - Reach out to moms , comment on their blogs, have as much face time as possible, develop Graco Baby Ambassadors
 - Invite, talk, engage and embrace around issues that affect moms and dads everyday
- » #Powered - @bwdumars - @GracoBaby

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Graco Baby From The Heart

NewellRubbermaid
Brands That Matter™



Home • About • Blogroll • Rules of Engagement • How to Subscribe • Contact

heart to heart blog



Graco Children's Products

Wall Info Photos Video Notes Invite >>

Write something...

Attach

Filters

- Suggest to Friends
- Add to my Page's Favorites
- Subscribe via SMS
- Remove from my Page's Favorites

Graco. From the Heart. Thanks for stopping by!

Fans
6 of 1,456 fans See All

Graco Children's Products

Goodbye Graco
Well, the time has come- I am "officially" saying goodbye today...
Fri at 6:01pm · Comment · Like · Share

3 people like this.

Jill Opalach Harper Lindsay, what a great final blog! But, was that your head stuck through the baby swing...was that your Halloween costume that you spoke of...if so, very, very, dever....can you be my costume designer!



Following Device updates OFF

What are some of those magical "firsts" you share with your child? For Kim, it was her daughter's first dance recital <http://bit.ly/qi6b7>

5 minutes ago from TweetDeck

Name Graco
Location Exton, PA
Web <http://blog.graco...>
Bio Tweets from the Graco team @kellyvoelker (KV), Amy Trice from Customer Service (AT) & Registry tips from @jessidig (JD)

1,241 following 2,226 followers

Tweets 499

Favorites

Actions
message [gracobaby](#)
block [gracobaby](#)



Contact Information

» Newell Rubbermaid Brand Social Media Websites & Blogs

Sharpie blog: <http://blog.sharpie.com>

Sharpie Uncapped Community Site: <http://sharpieuncapped.com>

Rubbermaid blog: <http://blog.rubbermaid.com>

Graco Baby blog: <http://blog.gracobaby.com>

» Bert DuMars

Vice President E-Business & Interactive Marketing
Newell Rubbermaid

<http://newellrubbermaid.com>

<http://twitter.com/bwdumars>

<http://facebook.com/bertdumars>

<http://linkedin.com/in/dumars>

blog: <http://socialmediaecosystem.com>

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