

Please enjoy this round-up of news, thought-starters, and recent projects from SMS!  
(And, of course, let us know if *our* thinking inspires *yours*: We'd love to help!)



SMITH MARKETING SERVICES, LLC

## Marketing Minute

Your e-newsletter | Issue 2 | 2016



### SMS helps promote temperature monitor at 2016 National Restaurant Association show

We were pleased to be put this ad together for Syracuse, NY-based Anaren, Inc. – to promote their awesome Cellular Machines remote temperature monitoring system to restaurant chains and owners at the 2016 NRA trade show. (FYI, it turns out many food service establishments still use clipboards to manually track refrigerator and freezer temperatures - which is costly, prone to errors, clunky for regulatory reporting, and not ideal in terms of ensuring food safety.) Want a strong, benefit-oriented ad to launch your tech or industrial product? [Send us an email](#) or take a closer look at this ad and other examples of our work in the [tech sector](#).



### Helping the Corning Museum of Glass 'make waves' -- with a new, 30 sec "Sea Creatures" TV spot!

Excited, as ever, to be enlisted by our client The Corning Museum of Glass, to help them promote their new summer exhibit: In this case, we produced a 30 (and also short-form vids) for the spectacular summer 2016 exhibit featuring undersea creatures made of glass: "Fragile Legacy: The Marine Invertebrate Glass Models of Leopold and Rudolf Blaschka." (Special thanks to our super-awesome production allies – Eric McMaster Studios and Peter Rafalow, NotionPictures.) [Watch the spot now!](#)



## [A local retailer let's a 'fish' get away with missed marketing opportunities \(blog\)](#)

Check out this 'fish story' (actually our latest blog!) of a local retailer who botched the chance to make a good impression – and is missing some broader marketing opportunities related to sporting goods sales.

[READ OUR MAY 2016 BLOG](#)



## [SMS presents on social media to Upstate New York Chapter of the Global Business Travel Association](#)

We were honored to have our creative director, John Hoeschele, invited to present on the subject of social media at the May 17th annual meeting/conference of the NYS chapter of the Global Business Travel Association (#GBTA) at Canandaigua's NYS Wine and Culinary Arts center. (And what a fabulous and gracious place to hold a #Fingerlakes centric event! Shown at right, the wine tasting and cooking demo theater, which John was able to enjoy with his hosts/audience after my talk. Yum!) Learn more about the GBTA and the event [here](#).



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Smith Marketing Services | 95 Brown Road, Suite 237, Ithaca, NY 14850

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