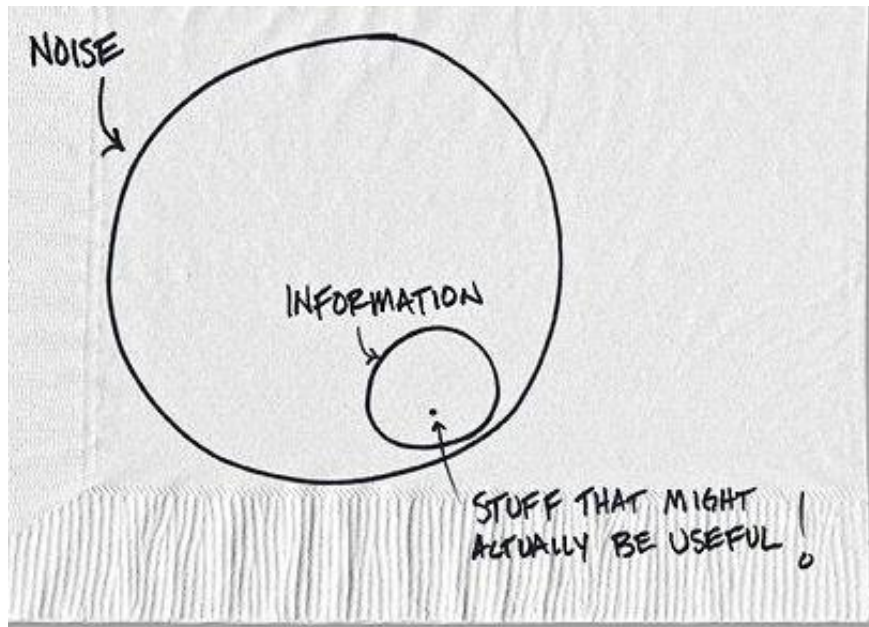


Beating Information Overload

SmartNews360 delivers highly targeted news for business professionals...

How to get the information and insights you need
without being deluged?



SmartNews360

The Solution

We work with you to understand what information you want to receive...

Clarify informational needs

Identify sources

Review results

Define search

Define alert requirements

- Agree sources and search strategies
- Clarify style (length, images...)
- Number of summaries
- Alert frequency

Valuable output

- Alerts targeted to each user
- Easy to read summaries with links to other useful material
- Branded output, dedicated corporate site with archives
- Users can create unlimited personalized alerts

Ongoing iteration

- Assess alert content (currency, relevance, breadth...)
- Identify informational gaps
- Add-in new sources/blogs

Targeted Newsletters For Professionals

Solving information overload for many leading companies...

Microsites

Targeted newsletters

AVON
the company for women
HOME INSIGHT ALERTS ARCHIVE
Search criteria:
Subject: RETAIL BUSINESS
Period: July 1, 2015 to July 15, 2015
Geographies: Worldwide
Categories: All Categories
Contents
Companies, Organizations
Market News
Marketing & Advertising
Texas Boule Baker Sells His Pricey Loaves
A transplanted New Texas neuroscientist the chemistry of bread a bakery specializing sourdough loaves, slings now be purchased to service at 10 locations founder Sandeep Gyawali uses whole wheat spelt grains that he mills himself, forms the bread naturally and fermented slowly, a four-day process. "Austin's first bread subscription service launches".
Forecasters See A Big Future For VR In Retail
Marketing and tech that someday virtual advertising for a wide Garther Group analysis applications are their arrival seems virtual reality to visit people "a different way of thinking about the products themselves are in their infancy, a lovely consumer advertising medium. That's forecasters and visionaries from pondering that within three years there will be 25 million headsets in use. One VR evangelist notes: "This year's time there isn't something a... More...".
"How Virtual Reality Could Change Shopper Marketing", Advertising Age, July 06, 2015

CLINIQUE
July 15, 2015
View this message online
Feedback
Forward this message online
HOME INSIGHT ALERTS ARCHIVE
Search criteria:
Subject: E-TAIL360
Period: July 1, 2015 to July 15, 2015
Geographies: Worldwide
Categories: All Categories
Contents
Consumers
Market News
Marketing & Advertising
Organizations Need to Get Hip To The Marketing Opportunities In Messaging Apps
Businesses and nonprofits will miss out on a major digital marketing and communication opportunity if they ignore messaging apps popular among the Gen Z crowd (twenty-somethings and younger) who are leaving traditional social media behind. At least six of the top 10 most popular apps around the world are the messaging apps WhatsApp, Facebook Messenger, Line, Viber, KakaoTalk and WeChat.0. But not all businesses are reluctant to adapt the rapidly growing platform to their marketing strategies. Coca-Cola, Evian, Comic Relief, The Co-operative Group, JustGiving, and Groupon are using messaging apps to reach potential customers.
"Engaging Gen Z: Why digital marketers need to prioritize messaging apps", The Drum, July 08, 2015
Amazon.com Expands Program Offering Business Loans To Sellers In 8 Countries
Amazon.com Inc. plans to expand its program providing business loans for small sellers to include eight more countries, including China. Previously available only in Japan and the United States, Amazon Lending will offer short-term working capital loans in the countries where it runs a third-party, seller-run marketplace business. In addition to China, the other countries are Canada, France, Germany, India, Italy, Spain, and the UK. Not available to all sellers on Amazon's platform, the service is on an invite-only basis. Other online retailers, such as PayPal and Alibaba Group Holdings, are also offering credit services to expand their vendor base.
"Hoxy: Women are Key to e-commerce success in Indonesia", CosmeticsDesign-usa.com, June 25, 2015

Kellogg's
July 15, 2015
View this message online
Feedback
Forward this message online
HOME INSIGHT ALERTS ARCHIVE
Search criteria:
Subject: FOOD BUSINESS NEWS/Market Segments/Bakery & Cereals
Period: July 1, 2015 to July 15, 2015
Geographies: Worldwide
Wines with protein (20) - are at
Wineries may soon have a moneymaking way to recycle their grape pomace, the leftover grape waste from winemaking. U.S. researchers have found a way to make baking flour from the 30 million tons pomace produced each year that is usually plowed back into the soil or fed to cattle. USDA scientists said the process involves drying the pomace, then pulverizing it into flour that is a healthy gluten-free alternative to wheat flour. There's an added benefit: different varieties of wine grape are used, the researchers said, so it is possible to create a chardonnay grape skin flour or a chardonnay grape seed flour or a cabernet flour.
"Fancy a cabernet cookie or a Sauvignon Blanc soufflé? How adding booze to your baking could mean more dough for grape growers", ABC, July 09, 2015
New Ravioli Products Made With Vegetable-Infused Pasta
Italian pasta company Butoni has unveiled a line of ravioli products that are not only stuffed with cheese, meats and vegetables, the pasta itself is infused with vegetables. The ravioli are made by folding spinach or pureed sweet red pepper into the dough, which is then filled with combinations of spinach, artichoke hearts, ricotta and parmesan cheese, roasted red and yellow peppers, and chicken. The new ravioli products are available in the refrigerated aisles at grocery stores for \$7.29 for the 18-ounce or 20-ounce packages.
"Butoni Introduces Breakthrough Line Of Vegetable-Infused Pastas", News release, Butoni, July 08, 2015

- Companies and users choose the topics they want covered
- Alerts targeted to each user
- Easy to read summaries with links to other useful material
- Branded output, dedicated corporate site with archives
- Users can create unlimited personalized alerts

Targeted Newsletters For Professionals

Users at all the top beauty, personal care and food companies...

L'ORÉAL CHANEL LVMH MOÛT HENNESSY • LOUIS VUITTON ESTÉE LAUDER MARY KAY® A V O N

P&G Unilever Johnson & Johnson Colgate World of Care Beiersdorf Henkel kao

Nestlé Yum! PEPSICO DANONE kraft foods make today delicious ConAgra Foods Food you love

Want to know more? Feel free to call or email :
John Marchant, 212 866 4680, john@business360.com