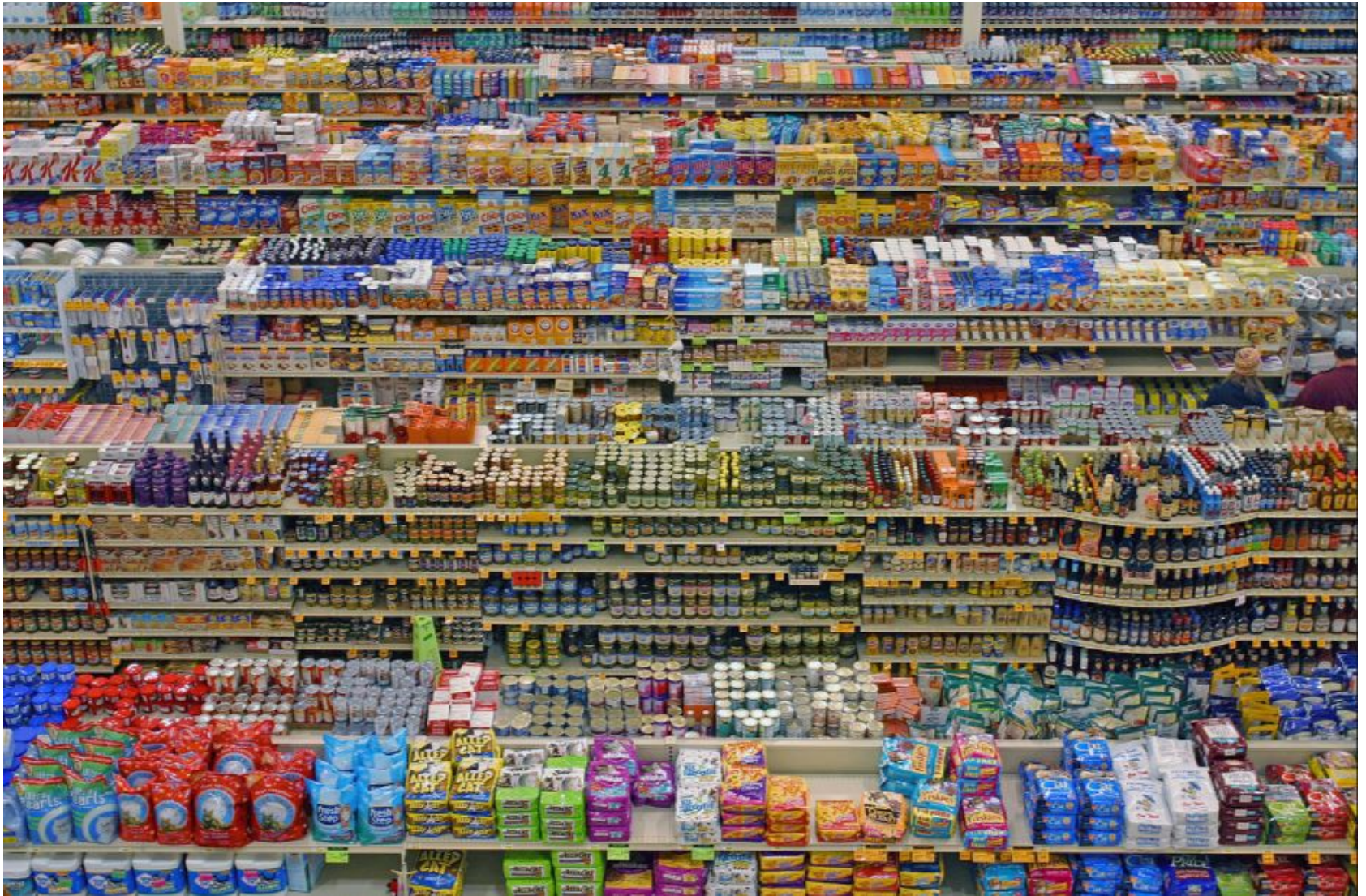




Marketing Savvy - KnowThy Audiences
with Brett de Heedt, Hootville Communications







Iams Executives Scrambling To Figure Out Why Brand Is Losing 2- To 4-Year-Old Chocolate Labs 01.13.11

MASON, OH—Frantic executives of the Iams pet food corporation convened an emergency meeting Wednesday to address the brand's increasingly poor sales among 2- to 4-year-old chocolate-colored Labrador retrievers, company sources reported.





Australian Government
Department of Health



Quitline 137848

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FOR YOUTH

The *Smarter than Smoking* priority is to reduce and prevent tobacco use among our young people.

Whilst research is showing that fewer young people are taking up smoking overall and use is relatively low for those up to 15 years old, it is higher for those 16-17 years old^[1]. This is important because the majority of adult smokers started as teenagers and are more likely to continue smoking^[2]. If tobacco use continues, the risks associated with smoking, particularly to health and fitness – have a large detrimental effect.

HOW CAN YOU BE *SMARTER THAN SMOKING*?

Here are a few tips that you might want to consider in helping you as a young person, be *Smarter than Smoking*:

- › Think about the reasons you don't want to smoke
- › Make the choice not to smoke and let your friends know
- › Say “no” to smoking – and practice what you want to say and do *before* you are being offered a cigarette
- › Support others to stop or reduce their smoking
- › Avoid situations where cigarettes might be offered
- › Avoid experimenting with smoking
- › Choose to do something else when others start smoking
- › Choose friends who are also *Smarter than Smoking*.

Did you realise that when you hang are around others who are smoking, even if you are not smoking yourself, you are still also breathing in tobacco smoke? It is important to protect yourself from **secondhand smoke**.



NASA astronaut Christina Hammock Koch, a member of the International Space Station (ISS) expedition 59/60, attends her final exam at the Gagarin Cosmonauts' Training Centre in Star City outside Moscow on February 20, 2019. (Getty/STR/AFP)

NASA's all-female spacewalk cancelled because there's no suit that will work onboard



SISTAQUIT™

Supporting Indigenous Smokers To Assist Quitting

Just one of the 'downsides' to smoking!! [#quit](#) [#nosmokes](#) [#notobacco](#)

Smoking isn't sexy.



It can cause
erectile dysfunction.

**No
Smokes**



NoSmokes.com.au



Hootville Communications

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**No
Smokes**

NoSmokes.com.au
Website

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PEOPLE



Post



Photo / Video



NoSmokes.com.au shared Quit Victoria's photo.

5 hours ago

Over time, smoking changes the way you look - and not for the better!

<http://quit.nosmokes.com.au/your-health/how-you-look/>

It takes just 2 weeks for the tobacco stains on your hands and teeth to fade once you quit. Quitting has immediate and long term benefits for people of all ages. How did quitting improve your appearance?



Like · Comment · Share



Tony Macaroni Ryder likes this.



Write a comment...



NoSmokes.com.au

Yesterday

Did you know the price of cigarettes has increased today?

Smoking costs you your health, and also lots of your money. Today is a good day to [#quitsmoking](#)

Learn more about the increase in costs - <http://tinyurl.com/kve96m4>

Learn more about the cost of smoking - <http://quit.nosmokes.com.au/the-facts/cost-of-smoking/>



NACCHO creates a health-promoting Twitter storm: “Isn’t it about time we took health advice from the fast food industry?”



Favorited by [NRWN](#)

Aboriginal Health @NACCHOAustralia Feb 22

Yes Isn't it about time we took health advice from the fast food industry. #healthyfutures @croakeyblog @NACCHO_CEO
pic.twitter.com/bUJ25xJx0a

Expand

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SAY THANKS THIS MOTHER'S DAY

The average circumference of a new born baby's head is 35cm, so don't forget to say thanks to your mum this Mother's Day!

Check out the ABC Shop catalogue for our top picks including *Desperate Romantics*, David Hobson and delicious *sweet*.


Bonus! By shopping at your local ABC Shop you can enter the draw to win a luxurious high tea experience for your mother and three friends. Pull it all off and you are covered until Christmas.



ABC Shop
abcshop.com.au

Mother's Day at ABC Shop - visit abcshop.com.au/mothersday

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Pass it on!
Donate sperm. 

Register to donate sperm today at the
Healthy, Intelligent & Generous sperm bank.
You'll be able to donate sperm to help other
couples have healthy children. It's easy,
safe and free. So why not?

It's easy to join our sperm bank. You'll
receive a free health check and a free
sperm sample. You'll also receive a free
sperm sample. So why not?

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Interested in donating sperm? Visit our website at www.melbournehiv.com.au
or call 0800 123 456 for more information.

MelbourneHIV
Leading and protecting our community

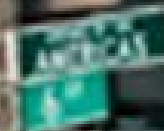
Get better cooperation
in your business

THE MOST
DANGEROUS PLACE
FOR AN AFRICAN AMERICAN
IS IN THE WOMB.



THATSAORTION.COM

LAMAR



$$C = 4m + 3v + 2(i-f) - 2a$$

C = Probability of conversion

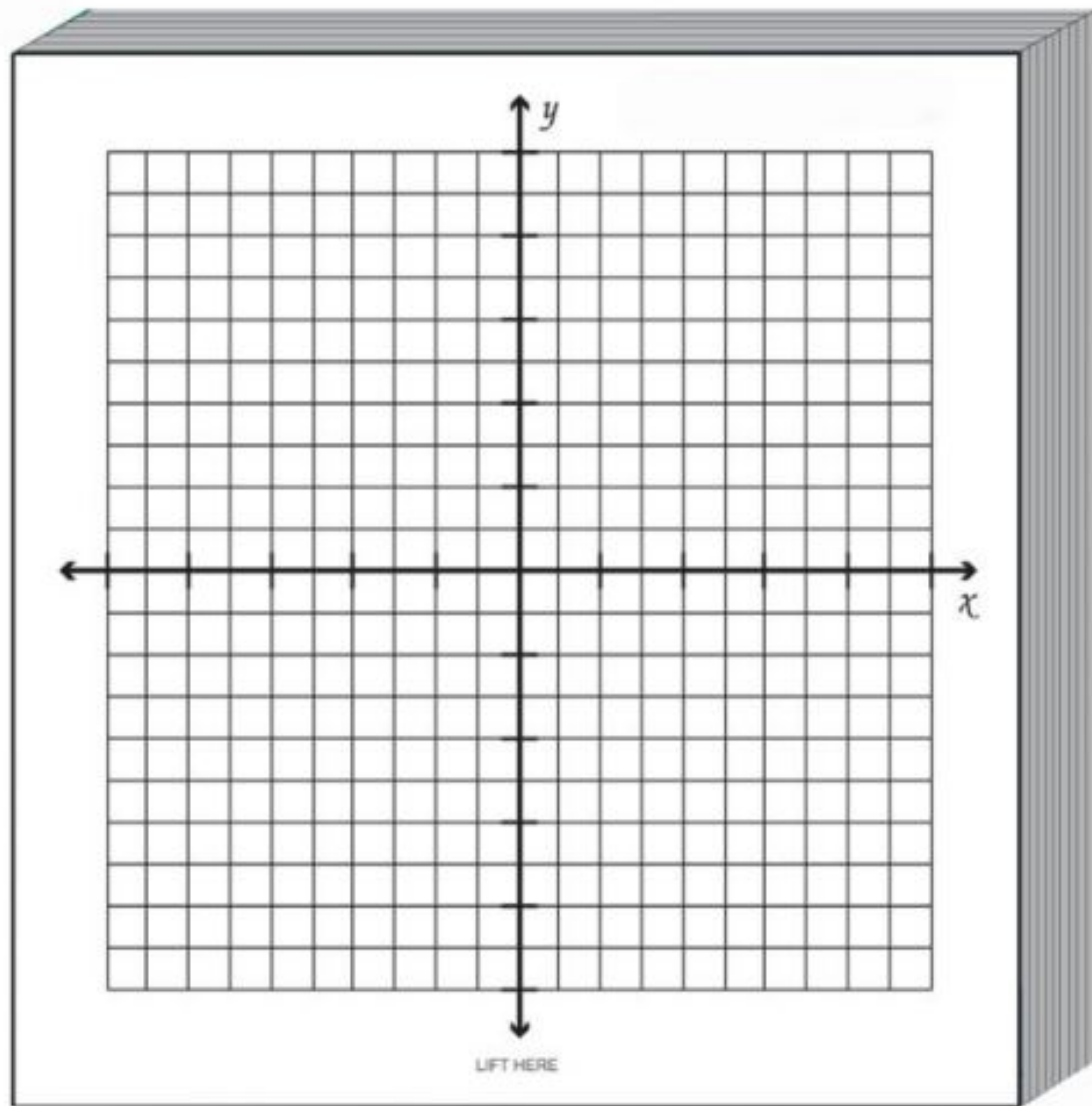
m = Motivation of user (when)

v = Clarity of the value proposition (why)

i = Incentive to take action

f = Friction elements of process

a = Anxiety about entering information



giftshop

welcome to the hootville giftshop where we stack the shelves with our free media contact lists, pdf ebooks, guides and resources. we will be adding to these every month.



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A free Excel spreadsheet that can get you started on you next media foray.



If you are tasked with organising a conference or event you should download this practical guide to creating engaging, lively events.

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Brett de Hoedt of Hootville Communications on ABC-TV

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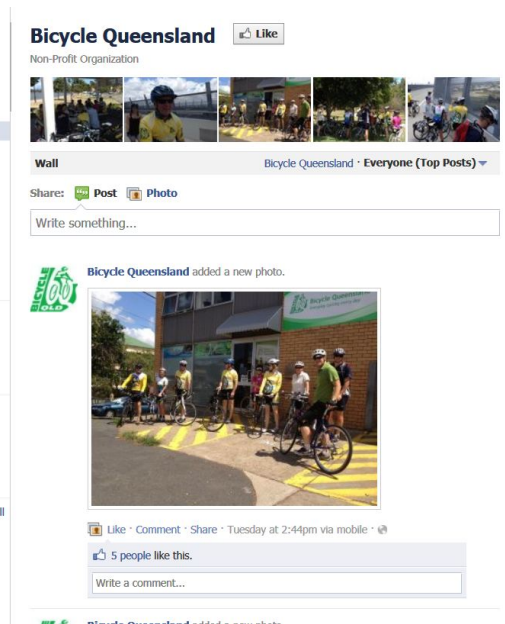
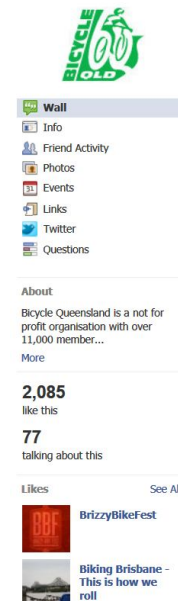
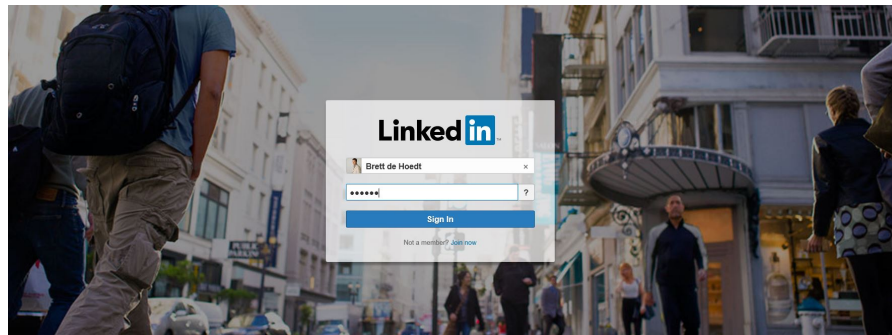



What are you doing?

140

Latest: Squiggle says: RIP Chanel, world's oldest #dog. Note the breed humans, note the breed. <http://tinyurl.com/ingm69f> 2 minutes ago

update





greetings from **hootville**

