

TAE Plenary Mossel Bay 2013

Presented by Judy Lain
Wesgro Chief Marketing Officer

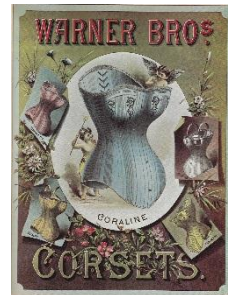
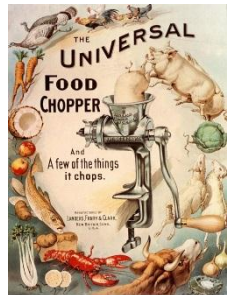
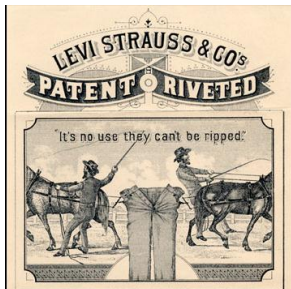






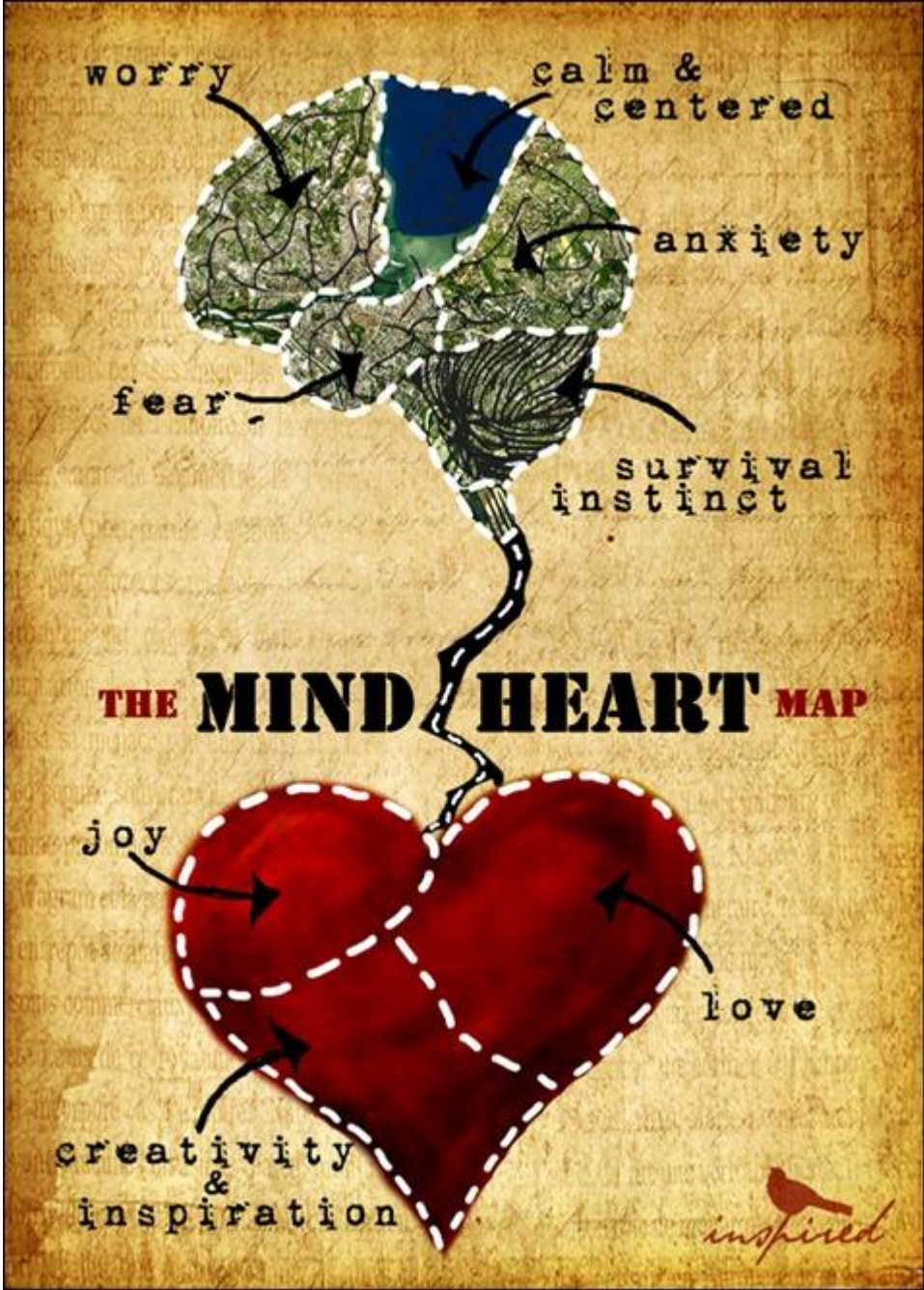


“goods made by unknown hands”





Butcher, the Baker and the Candlestick Maker





Friday
October 1, 1982

Daily Press

Final
Edition

87th Year — No. 274

• Hampton Roads' Morning Newspaper. • Newport News-Hampton

TWENTY-FIVE CENTS

Bottles Turn Up, But No Illnesses

By P.J. BUDAHN
Staff Reporter

Extra-Strength Tylenol, bearing the identification numbers linked to deaths and poisonings in Chicago, was found late Thursday in Williamsburg.

The bottles were on the shelves of the Pantry Pride store in Monticello Shopping Center. There were no reports late Thursday of other suspect bottles on the Peninsula.

Bill Hefner, manager of the store, said he would have little information until this morning.

"Right now, I don't know where we bought it, how much we had or how long it's been on the shelves," he said.

The bottles, bearing the lot number MC2880 on the label, have been distributed throughout the South, East Coast and Midwest.

But the fatalities attributed to cyanide in the Extra-Strength Tylenol all have happened in the Chicago area.

"At this point, no cases — or even suspected cases — of cyanide poisoning (locally) have come to our attention," said Bill Parker, a pharmacist with Hampton's Poison Control Center.

News of the deaths in Illinois caused by medication contaminated with a deadly poison has

puzzled the local medical community.

"I suspect there's been some hanky-panky somewhere," said Alex Wiatt, president of the Peninsula's pharmaceutical association.

"Nobody can imagine how that (contamination) can happen at the manufacturing level," Wiatt said.

Word of the problems with Extra-Strength Tylenol began circulating through the local medical community during the early afternoon, largely based on press reports.

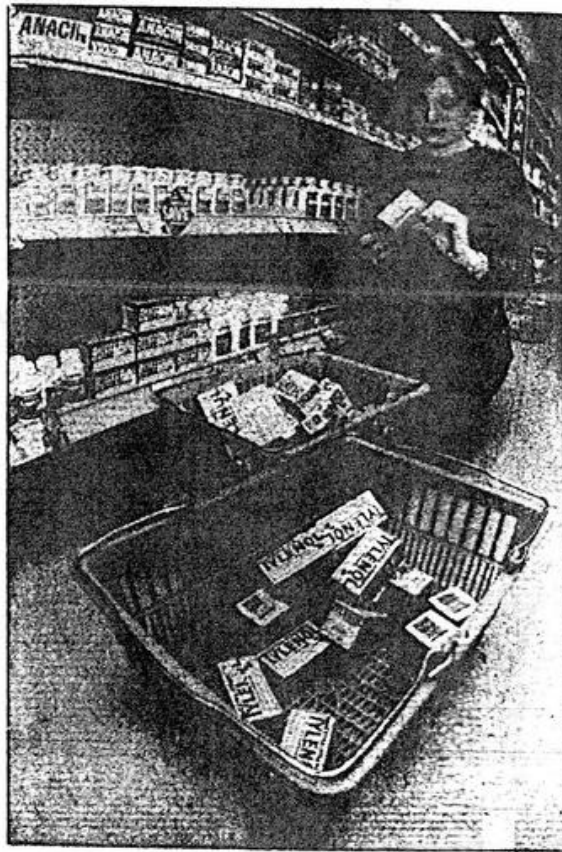
Rick Helmstutler, a pharmacist at Charlie's Pharmacy in Hampton, was notified by a friend who is a doctor after hearing a story on the radio.

"As quick as I could, I went out to the shelves to make sure we didn't have the lot number, or anything close," Helmstutler said.

His search, like those conducted throughout the afternoon and evening in most Peninsula drug and grocery stores, turned up nothing.

Parker, at the Poison Control Center, said about a dozen calls were received there during the first hours the story began circulating.

"Some people had not caught
See Poison, Page 6



A worker in Columbia, S.C., sorts Extra-Strength Tylenol.

Pain Reliever Withdrawn After 5 Die

ARLINGTON HEIGHTS, Ill. (AP) — Five people in suburban Chicago died after swallowing capsules of Extra-Strength Tylenol, and at least four of them were poisoned by cyanide that had been put into the medicine, authorities said Thursday.

A sixth person was near death, and two others were hospitalized with possible cyanide poisoning symptoms.

The manufacturer recalled nearly 4.7 million of the capsules, and the medical examiner said the case was being investigated as "possible homicide."

Authorities said the cyanide — capable of killing in minutes — was probably introduced sometime after the capsules left the plant in Fort Washington, Pa., where they are manufactured by McNeil Consumer Products Co.

The poison is not used in production of the medicine.

The series began with the deaths Wednesday of two broth-

ers in the western suburb of Arlington Heights and a 12-year-old girl in the neighboring community of Elk Grove Village.

The wife of one of the brothers was hospitalized in extremely critical condition after taking a capsule of the medication, which is the nation's best-selling over-the-counter pain reliever. Doctors said her brain had suffered "a great deal of damage" and she was not expected to live.

To the southwest in the suburb of Winfield, Mimi Stewart, a spokeswoman at Central DuPage Hospital, said Mary Reiner, 27, who had taken Extra-Strength Tylenol, died Thursday morning from cyanide poisoning.

In nearby Downers Grove, Mary McFarland, 31, of Elmhurst, was dead on arrival Thursday afternoon at Good Samaritan Hospital, where she was rushed after taking Extra-Strength Tylenol.

See Merchants, Page 6

Spending Deal Passage Expected Today

WASHINGTON (AP) — Opti-

Although agreement on the dominated by Republicans.

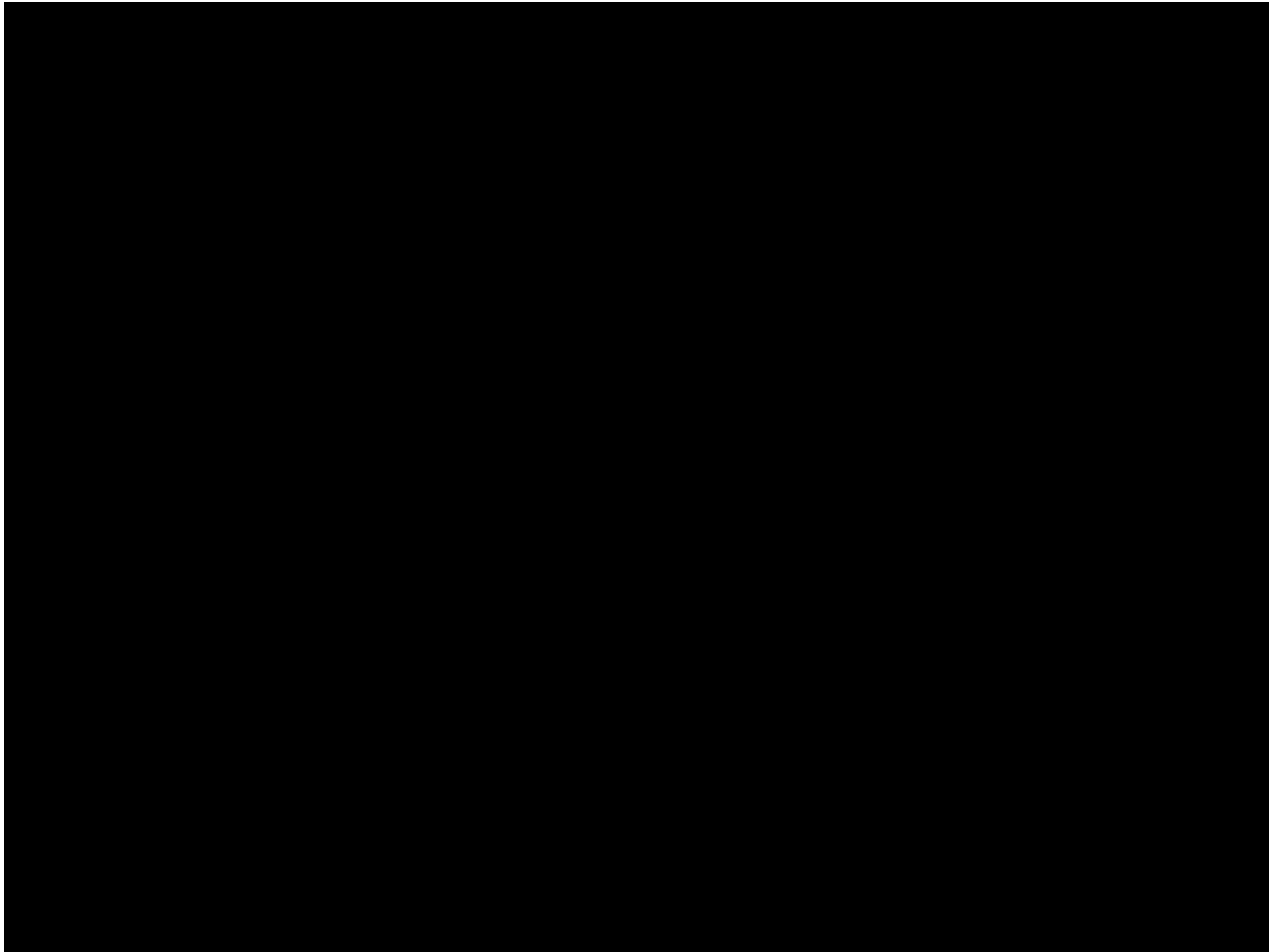
House of Representatives.

House of Representatives.

Action Plan

- Alerted consumers not to purchase
- Removed all product from shelves
 - 31 million bottles, \$100 million
- Stopped all advertising
- Put up a reward
- Exchanged capsules for tablets





BP

- Market Value dropped by 40% since April 2010





9.2 million = 46 million



Customer
is
Designer
is
Customer

Marketing the Province

Taking learnings into action



Marketing the Province

1. Authenticity → Live-ability





EIU Quality of Life Ratings



Marketing the Province

1. Authenticity → Live-ability
2. Social Media → Narrative





Facebook:

- 45 – 54yrs old has grown by 45% since year end 2012
- In USA 73% users earn \$75 000 and above annual income

Instagram:

- 68% users are female

Twitter:

- 27% of users are aged 18 – 29yrs old
 - 16% are in their 30's and 40's

LinkedIn:

- Skews towards male users

Google+

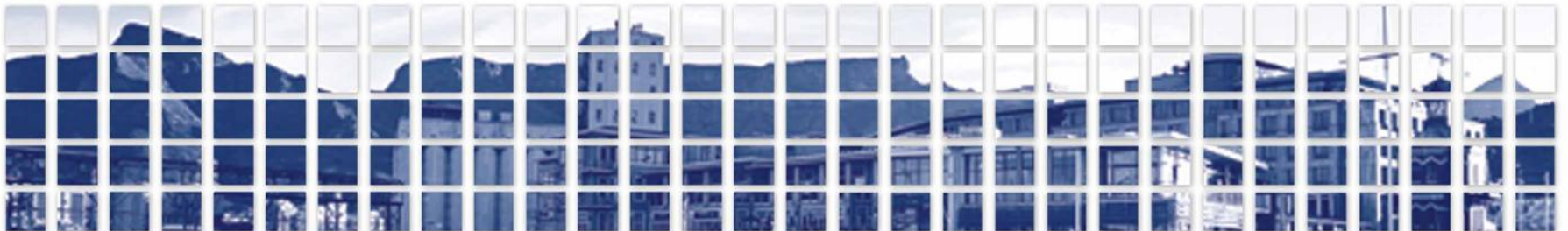
- 70% male users

Pinterest:

- Dominated by tablet users
- Skews towards female users

Marketing the Province

1. Authenticity → Live-ability
2. Social Media → Narrative
3. Co-Creation → Event Funding



Event funding

- Objective is to drive people to the destination using event as a vehicle
- Are we asking people what events they want to go to?
- Project Kickstarter



Marketing the Province

1. Authenticity → Live-ability
2. Social Media → Narrative
3. Co-Creation → Event Funding
4. Personal connection → Memorable experiences

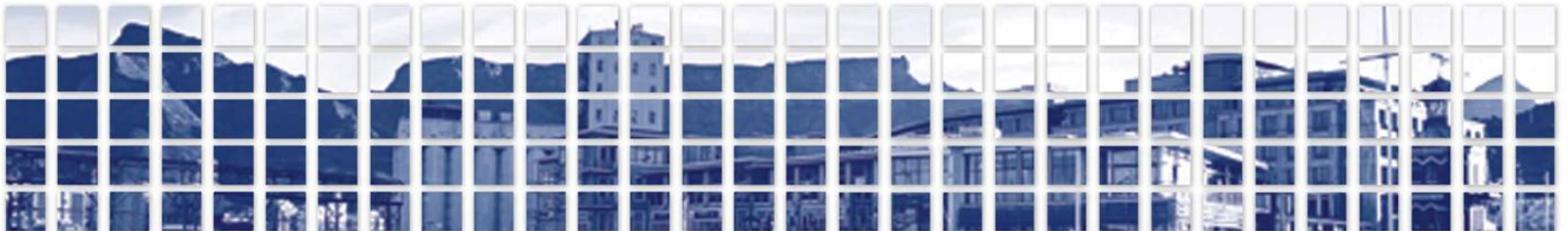


Marketing the Province

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4. Personal connection → Memorable experiences



Visit-ability





Collaboration: International > National > Provincial > Regional > Local > Private



AN INSPIRED PLACE TO DO BUSINESS

Thank you | Dankie | Enkosi