

Green News

Congratulations to local brewer, New Belgium Brewery

One of the oldest beverages in the world, beer has only recently been getting attention for its environmental impact, which varies depending on the efficiency of the brewery and the ingredients used. Concerns include the fact that beer production often requires 7-10 liters of water for every liter of beer and its key ingredients are often difficult to obtain through organic means.

Greenopia (www.greenopia.com) released its updated green rankings of the world's 15 largest breweries. Judged on the growing practices of the barley, malt and hops it uses, transportation, production efficiency and packaging of its beer, New Belgium came out on top, with a perfect four out of four leaves. New Belgium considers sustainability a key tenet of its philosophy, and is entirely wind-powered.



Shameless Plug



ripcord wins!

Judged by some of the top names in the creative industry, the Art Directors Club of Denver Annual Award Show is the premier showcase of work and talent in Colorado. We are very proud to have won Best in Category at this year's Show in the Self Promotion category, an extremely competitive area within the Show. The winning work, pictured above, is for our 2009 holiday card set.

how can
your business
benefit
from creative thinking?



Here's a Brain Teaser.

- If Florida is 2
- Oklahoma is 6
- California is 3
- What # is Indiana ?

2011 trends in social media

Social media trends are changing all of the time, and knowing what the latest trends are, and projecting where they might be going will help you to build your business and promote your product or service successfully.

1. Social Media Implementing Better Filters: At first glance this may cause a collective groan to go up in the marketing circles that use social media, because they may be concerned about their message not being able to get through. The fact is, however, that better filters mean that the people you do reach are more qualified than the ones that you were reaching out to before.

2. Social Media Becomes Standard Fare For Customers: Remember when the internet first became popular? Soon, companies without a website were losing customers because having a presence on the internet was expected of a professional business. Now, as more and more consumers get updates, sales and support information from social media, the question "do you guys have a website?" will be replaced by "do you guys have a twitter/facebook/other social media page?"

3. Social Media Sites Will Offer Easy Shopping Access: To take advantage of impulse buying, companies will begin providing a way for users to buy their products from the social media page, or through their mobile devices. Fast shipping will become less expensive as it is used more and more and companies will strive to get their products to customers in a shorter amount of time.

via hostwisely.com/blog/10-social-media-trends-to-watch-out-for



Issue 2, October 2010

WHICH ONE OF THESE WORDS DOES NOT BELONG WITH THE OTHERS?
Hint: it's all part of BEING HUMAN

NANOSECOND FELLOWSHIP BEARING

TUMBLEWEED PHOTOELECTRONIC CHAIRPERSON

CAN YOU SOLVE THIS PUZZLE?
hint: it's not a bird...

what kind of animal were Canary Islands named after??

38%

OF BLOGGERS POST BRAND OR PRODUCT REVIEWS

40%

INCREASE IN FACEBOOK USERS GLOBALLY IN THE LAST 6 MONTHS, FROM 250 MILLION TO 350 MILLION

27.3

MILLION - THE AVERAGE NUMBER OF TWEETS PER DAY

To Do:

Solutions for these puzzles and all your marketing needs can be found at pullthecord.com/puzzles, a strategic creative communications firm that gets you thinking.

Contact Stephanie Fay at 303.221.2824 x 14 steph@pullthecord.com



What is the "thinktank" newsletter?

Creative and innovative thinking is at the heart of success for every business. It's not just for "creative types," and, in fact, the top performing companies in the world demand creative problem solving and innovative thinking from their teams. Keeping your mind sharp doesn't happen by accident, but it also doesn't have to be difficult. Adding a few mindbenders and thoughtful tips into your daily routine can often be enough to help you interrupt traditional thinking patterns and generate new ideas.

Look for the thinktank in your mailbox from time to time and, with practice, you can become a creative force to be reckoned with—in business and in your personal life. Go, brain go!