

Pub 101 – Week Nine

March 15, 2022

[Every Single Time Rihanna's Maternity Outfits Redefined Maternity Fashion](#)

[Is Rihanna Changing Pregnancy Style Forever?](#)

[Rihanna Has Sparked A Conversation Around Beauty Standards During Pregnancy After Straying Away From Stereotypical Maternity Clothes And She's Receiving Tons Of Praise From Fans](#)

[Rihanna is singlehandedly giving 'maternity style' a rebrand](#)

Content Marketing/Editorial/Advertising

- **Content Marketing**
 - Can be sponsored (the brand creates the content) or it can be created in-house (staff write profiles or content about the brand).
- **Editorial**
 - Content that is considered news, information, reportage. Unbiased, uninfluenced by financial or reward incentive.
- **Advertising**
 - Purchased space (visual, audio, text) to promote a brand

Content Marketing

- Pull not Push
 - [CMA](#)
 - [Dollar Shave Club](#)
 - [Blending content marketing and the shopping experience](#)
- Blurred lines
 - What is editorial and what is advertising?
 - Ads above the fold
 - Authority and editorial independence – the fine balance
 - Demise of traditional media

Important to be aware:

- All sponsored content must be labelled clearly as such.
- Content must be agreed to upfront: how much negativity can there be in the piece, length, images etc.
- Be aware of audience response and be prepared to handle it.

Public lines up for new low-cost appliance that slashes heat bills

Amish craftsmen vow to keep up with rush for brand-new Hybrid-Thermic "Miracle Heater" that uses about the same energy as a coffee maker per hour, so just plug it in and never be cold again

(DNR) - Everyone hates high heat bills. But we're all sick of turning the thermostat down and freezing our heads!

That's why Sears hit a home-run with the first-ever one-cost appliances with Hybrid-Thermic™ heat technology, which no other heater can claim.

The brand-new Hybrid-Thermic Heat Surge HT's technology, you can run it for a full 1000 hours or a night for just about a buck!

The modern marvel, built on the age-old heating "Miracle Heater" concept, made a frenzy at Sears stores with lines in blocks, no shopper refused to leave, forcing managers to hand over the floor.

For now, immediate action is being taken to give more people, more ways to get home.

Beginning at 8:00 a.m. today, retailers are allowed to place in-line orders. Heat Surge responded a 2-800 Double Coupon which has been prepared on this page for today's readers to use.

Energy-conscious, extreme who care, is being rewarded with 80% off. That means this remarkable new home appliance is a real steal at just \$229. Since this is a Double Coupon Deal, it not only gives you an extraordinary amount, but also entitles you to

BLANKET FREE COMFORT: The 3-in-1 heater's heat pad at center of Hybrid-Thermic. And we do our best for 100% satisfaction with 24/7 hot-line. 1-800-444-4444.

two dipping and toasting, cooking \$227 off, so no evergreen hot a bit when it gets here.

"The Heat Surge HT is a revolutionary appliance that can use Hybrid-Thermic energy, but we didn't want it to look like some metal box that just sits there. So we turned to our Amish craftsman and saw each one is made to look like a clock, with a design that has no real fancy and is totally safe to the touch. All you do is just plug it in," said Alexander of "The Amish, Tom's Martin."

A day has now become Amish craftsmen known as Martin's said, "You know about our quality. No particular hard, fast road work."

Fully-assembled by our own hands and we're making them extra-quick here in the good old USA.

And according to an analysis of Heat Surge customer reviews, the company has good reason to have an overwhelming CONSUMER RUSH BUY.

"It's also saving money by not heating with the new Heat Surge HT," said Kira Brand, the analyst leading the report that Heat Surge is taking in consumer heat bills.

"But be aware of the sales out there. Except no limitations. If it does not have the Heat Surge name on it, it is not real Amish and it's not Hybrid-Thermic!"

I repeat, if it does not say "Heat Surge," you are getting ripped off," Brand said.

The Heat Surge HT has earned the coveted UL certification and is produced by a finished full year replacement and 90-day Satisfaction Guarantee.

So for readers hoping to get the



IT GOTTA HAVE ONE! A longer crowd waits for the new Heat Surge HT. (Monday) much about the brand's Miracle Heater that causes that when it's time, just stay close. You can only get away with it and take care of gifts, there is. By calling the National Appliance Center at 1-800-444-4422 to use the necessary Double Coupon that gets you first delivery.

How It Works: You get 74° of bone-soothing room heat even when the thermostat is turned down to 59° with the first-ever Heat Surge HT

The revolutionary Heat Surge HT is the first-ever appliance with Hybrid-Thermic technology, an engineering genius so advanced, it actually uses a miracle formula from the Council of Chiropractors to Heat Surge to you from its mission. Together, the Hybrid-Thermic heat takes care of all the cold spots in fact, it actually provides a 74° temperature, temperature heat.

The modern marvel comes you enjoy based on a U.S. design that says it uses only about 1% of energy as your other appliances. It's designed to not just be a heat pad but to be a heater. The portable Heat Surge HT comes with a 10-inch x 10-in. x 10-in. heat pad, measuring just 20" x 18" x 18" w/d, and 12" deep. It has the appearance of a real heater, but it was no real heater and it's safe to touch. It's so safe to touch, the kids will play and the dog will sleep. When it's on, just plug it in.

JUST 2 DAYS REMAIN! An extraordinary \$227.00 Double Coupon Deal has been a real treat for today's readers. To use the \$227.00 coupon and get the Heat Surge HT for just \$229 (plus applicable sales tax in OH & FL), you must call the National Appliance Center at 1-800-444-4422. Because this is a Double Coupon, it makes you a 100% Savings and Handling. But only for those that act fast!

HEAT SURGE HT

\$227.00 off

COUPON

From Sears
Heat Surge HT
74°

From Best Buy
Regular Heat
59°

100% Satisfaction Guarantee

FREE SHIPPING & HANDLING

TO USE THE COUPON: Call the National Appliance Center at 1-800-444-4422 or visit the website at 1-800-444-4422. Offer valid while supplies last. ©2010 Sears, Roebuck & Co.

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Activity...

You've been given an incredible opportunity to promote your brand. You can use two social platforms to create a guerilla marketing campaign.

- Choose a space: sports, service, lifestyle, personal, food or review
- Decide whether you will use editorial, advertising, or sponsored content
- Write a paragraph describing your brand
- List three tactics in your marketing strategy