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Want a better marketing : Dont be vanilla by [LisaaHarris](#)

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There's nothing wrong with vanilla ice cream. It's classic and there's nothing like a good scoop of old fashioned vanilla on some peach cobbler. However, weâ€™re using it here as a metaphor. In an age where news stations receive literally thousands of press releases and requests for coverage every day, if you want to utilize the latest Dallas media relations strategies, that's one flavor you just can't be -- plain vanilla.

While Googling around, we ran across some ice cream shops that have gotten some tasty news coverage by being different -- even without our Dallas media training! Keep in mind that whether or not people actually buy the ice cream is completely irrelevant. As we teach in our Dallas media relations strategies, the fact that an unusual product or service is offered is oftentimes enough to bring the cameras.

An ice cream place called Dominion's scored a nice article in the Baltimore Sun because of the wacky vegetable flavors they serve up including spinach, carrot, tomato, sweet potato and jalapeno.

A Los Angeles ice cream shop owner made it into Better Homes and Gardens with his Sweet Corn flavored ice cream.

The Udder Delight Ice Cream House in Rehoboth Beach, Delaware has gained international media attention with its -- get this -- bacon flavored ice cream. And the fine folks with the Lions Club of Scappoose, Oregon always manage to win national headlines with the Sauerkraut ice cream they dish out during the town's annual Sauerkraut Festival.

Our point is simply this: all they did to get publicity was to change the recipe. Frankly, weâ€™re not sure they sell very much Sweet Corn ice cream in LA or Sauerkraut ice cream in Oregon. That's not the point. For some, it would take some serious Dallas media training to develop these results. They're getting some cool coverage for themselves and are probably doing a booming business selling more traditional flavors to the crowds that are drawn in by their excellent PR savvy. So what are you waiting for? All you have to do is take your plain old vanilla PR plan and sprinkle on a little bacon. Utilize these Dallas media relations strategies, and the media will eat it up.

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