



# YEARBOOK



2011

## 52 WEEKLY BLOG POSTS

on creativity,  
technology,  
entertainment and  
lunchroom surprise...  
with Tater Tots.



## A YEAR OF BLOGROLLING

### On Beyond Marketing

Innovation, evolution & any other marketing '-tions' you can think of

	Week
TV Hash Tag—You're It	9
Stories Told Through Ira Glass	38
The Brand is Dead. Long Live the Brand.	37
Sample Pack Rats	33
Baby-boomers still booming it	14
Flip It Good	3
Pfizer Pfreebie	4
Census Sense, Gender Style	19
Just Kidding	41

### What Can Tech Do for You?

Technology can be your friend, with benefits

The Golden Rule of Social Media	5
Karaoke iPhone App is for Gleeks	28
So What's Anti-Social Media?	26
Tech and t-t-t-timing	17
Gatorade Listens But Doesn't Hear	18
New Coke?	23
Web 3.OH!	20
Allison Kraus and Demographic Fate	21
Friskies' Marketing Cat-alyt	47

### And Today's Lesson Is...

Teach a Man to fish -- then show him how to open a fish store

A Chorus of Ones	52
Word Poem On Words	40
Critters Make the Brand	39
General Ideas on Strategic Leadership	2
Leadership Lessons in a Rock Fan's Dance	34
Since we're in marketing, we're in the markets.	15
United Breaks Guitars, But Fixes Public Relations	8
The Best Advice You'll Ever Hear	43
Stories told through Ira Glass	37

# A YEAR OF BLOGROLLING

## Innovation is the Root of Success

Invent every day -- or at least steal from good sources	Week
The Times Are Changing	42
Tech Tracks on the Ski Slope	36
When Lit Goes Rap Sampler: Hip-Hopifi-fiction	24
Smile for the Data, Sweetie	51
Brooms Do More Than Sweep	27
Shine On Chrome	29
iPhone App Rapp	11
Trick O Treat	45
Twitter: Death by Spam?	48

## Looking With New Eyes

Challenge the familiar, change perception, and Cr8	
Women & Beer	1
Saturn Cars: When Big Tries A Little	10
A Politically Incorrect Political Ad	6
Money is the Root of all Demotivation	31
Product or Service? Or Both?	25
iPhone App\$\$\$	22
Flip the Script	16
Small Logo, Big Noise	49
Counterintuitive Counterfeits	50

## Just for Fun

School's out -- time for a nap of the synapses	
Just Draw Me Some Kind of Poster!	30
Poorly Produced, Richly Received	35
Reality. Parody. Virtual Reality	7
Don't Go Away, Mad, Men	32
Find my house in the Uverse	13
Jersey Shore Gone Wilde, Oscar Wilde	12
Google 12 Years Ago and Billions of Dollars Earlier	44
Name That Logo!	46

# WOMEN & BEER



No, that's not the start of a bar song.

In the spirit of the season, we turn our thoughts at Bandwidth to food and spirits. And this new beer line caught our attention.

As you may know, women are becoming a bigger part of what was traditionally a male market for beer, in the US and abroad.

Some beer manufacturers have lowered the carbs and the calories to women, but Polish company, Carlsberg Polska, is making a bold move to create a beer just for women.

Their brew, Karmi, brings sweet flavors and complexity to the palate without pumping up the calories or alcohol content, so it's more in line with what health conscious women are looking for in a beer.

So far, Karmi comes in a handful of flavors: Classic (caramel), Poema di Caffé (coffee), Selua (pineapple/piña colada), and Lamai (guava, dragonfruit and mint.) All are sealed up in a luxurious bottle that feels far more elegant than most dude brews.

Time to cue up a Dudes and Daquiris bar song after Auld Lang Syne.

**Happy New Year!**

## General Ideas on Strategic Leadership



A while ago, General Petraeus addressed 1500 people at the Fairmont Hotel Chicago. While most topics covered the what, when, how in Iraq and Afghanistan, the General also spoke on Strategic Leadership valid in any situation, from a man who knows the worst case scenarios cold.

While we may not do justice to the entirety of his speech, his key points, paraphrased, were these:

1) First, one has to have the right ideas -- with out the right idea, all else is irrelevant.

For Petraeus, this meant starting with the right inputs to get the right outputs. Makes sense. If one doesn't have the right information, education, skills and team, one ends up with wrong output for the wrong job.

2) Second, one needs to communicate the right idea down the chain of command. For us in the private sector this mean communicating the ideas all the way through the organization so everyone has an understanding of what to do and its relative importance.

## General Ideas Continued

3) Once everyone's on the same page, the next step is overseeing correct implementation without micro managing. Illustrating this point, he used what we'll call the "Get down the road" management technique.

He saw management's responsibility as showing people the path, the direction, then drawing the right and left hand lines and telling the team to "get down the road". Of course, if they go outside the lines, its managements' job to help get the crew back on the right path, which is why the Army shares best practices (and worst practices, actually) for all of their initiatives.

The last slide of the evening shared his Iraq 'dashboard': number of bombs found, attacks, and casualties since the beginning of the war.

The US Military's goal was to minimize the violence to peace time standards so that mundane activities could be conducted.

What's notable is the General could explain the weekly rise and fall of violence all along -- at any moment, he can see how many acts of violence happened today, yesterday, this week or for any given period since the start of the Iraq and Afghan Wars.

Scary, and sad, but effective, and, once in war, a smart, quant tool to have. As in all things, if one doesn't have a metric, one has no sense of a goal.

This commitment to strategic leadership has given him the ability to get the right ideas, implement them and adjust when necessary. all the time.

Not a bad lesson in getting things done from a man who has to bring peace, defeat an insurgency and build a country while getting shot at all the time. You think you have it tough? Set your yearly goals, solider!

## Flip it Good

When you're struggling with a creative problem, flip the thing on it's head. Even if you've done it the other way for years.

What if the white swan were black? What if forward were back?  
What if up were down?

That's how new concepts are born, new products are invented, and the toughest problems get solved.

The upside down ketchup bottle. Roller coasters with wheels up above.

Upside down may actually be the bright side up.

The proof, is in the banana....



Click image for video.

## Pfizer Pfreebie



Life is our life's work

We LOVE Pfizer's move making their powerhouse drugs (including Lipitor) FREE to people who have recently lost their jobs.

While the impact to their bottom line will be knocked a bit, it will pale in comparison to the PR effect, and the goodwill. Smart move.

Time for us all to start looking at 'marketing' as a way to give everyone unexpected benefits.

As simple as O-Cedar's cause related marketing program donating money to Breast Cancer Network of Strength. Or Samsung putting free power outlet stations in JFK airport. Or the clever company that paid to fill potholes in exchange for labeling each one with their logo.

What more could be done?

Who's gonna donate wireless beyond coffee shops?

Which liquor company might underwrite cab companies for a night?

And which one of those environmentally challenged dry-cleaning companies will be the first to plant a tree for every order -- clean clothes, green globe?

Now that marketing is seen more and more broadly, let's look at some really worthwhile applications.

Yes, beyond iPhone applications.

## The Golden Rule of Social Media

5

Everyone's leveraging social media these days. Posting to blogs. Updating status. Twittering.

That said, it's important to keep one very simple, and seemingly obvious, rule in mind:  
only say online what you would say in public.

Since many sites are based on friend networks, it gives users the false impression that what they do or say online is semi-private.

Yeah, right.

These days, we're separated at most by six degrees, and more often by 3. So keep your bizarro posts to bathroom walls (not that we condone graffiti.)

To illustrate our point, we embedded this video from those College humor nuts (yes, it's safe for work -- we're posting online, remember?)



Click image for video.

## A Politically Incorrect Political Ad

6



Click image for video.

Run the Other Way, by Bill Hillsman.

His main points are that the two-party system has so clogged the entryway to their own advantage with their own machines that the underdog, independent, clear thinker doesn't really stand a chance.

Unless one takes a chance.

Well, this ad is risky and risque. And maybe not exactly our cup of tea party.

But it's still refreshing to see someone in politics do something a bit out there.

In today's nutty political world and now internet fueled movements, maybe there's even more chance for change.

## Reality. Parody. Virtual Reality

7



Click image for link

### REALITY:

Back in 1976, Blue Öyster Cult recorded “(Don’t Fear) The Reaper.”

According to former bassist Joe Bouchard, the ‘cowbell part’ was overdubbed by his brother Albert after the song had been recorded.

PARODY: In 2005, a skit on Saturday Night Live had guest Christopher Walken pushing for “More cowbell” from Will Ferrell.

Sorry, no link due to copyright issues. But we’ll let you Google that classic.

VIRTUAL REALITY: Finally in 2009, you can upload any MP3 song, and add your own cowbell courtesy of

[www.morecowbell.dj](http://www.morecowbell.dj)

What a wonderful world, wide web.

## United Breaks Guitars, Fixes Public Relations

8



Click image for video.

He’s getting his 15 minutes of fame.

Talk about turning lemons into vodka with lemonade.

United, a dear old client of ours, is seemingly trying to do the same.

United’s spokesperson is quoted on Chicagotribune.com as saying the video complaint ‘struck a chord...’, pun intended to be sure. They are promising to ‘make things right’ at long last.

And now customer relations is quoted as asking for the video to help improve customer service. Wow, apology and empathy!

Sad that in this day and age it comes AFTER the negative publicity and not as a core value, but there seem to be many reasons why customer experience comes last in a popular drive to deliver such inexpensive product (think about it -- sometimes your cab fare to the airport is half the cost of your airline ticket.)

Anyway, a positive, creative solution to a problem. And kudos to United to not fighting it, but riding it.

A familiar story: a musician flew United, had his guitar wrecked in transit, and appealed for recompense but got none.

So he wrote a song. Made a video. Hundreds of thousands watched it on the web. And now the man’s getting more than just an apology.

## TV Hash Tag - You're It.



The folks working in TV land have had a hard time with the rise of convergence and non-linear viewing habits. Hulu, anyone?

But they've found a clever way leveraging Twitter to drive viewing.

On Glee or American Idol lately, you might've noticed #Glee or #AmericanIdol lurking on-screen. These aren't mistakes, but hashtags used to categorize topics on Twitter.

Comedy Central experimented with this during the Roast of Donald Trump. Not only was #trumproast used more than 27,000 times on Twitter during the telecast, it helped propel the channel to its most-watched Tuesday in history. Another victory for the Donald, beyond his hair defying gravity.

Other TV networks are catching on to the trend -- smart on multiple levels:

- Official hashtags aggregate Twitter chatter so it's easier to monitor buzz surrounding your brand
- People are encouraged to watch in real time
- Seeing a TV show trending on Twitter compels others to tune in

## TV Hash Tag Continued

Maybe this is a way to make "Must Watch TV" a relevant phrase again. Must tweet TV? Hash tagged.



Click image for link

<http://www.blueglass.com/blog/why-hashtags-belong-on-tv/>  
<http://howdoimarketmybiz.com/225/twitter-hashtags-on-tv/>



**SATURN**

## Saturn Cars: When Big Tries A Little

**We've seen it before: Plank Road Brewing from Miller. Ted from United. Saturn from GM.**

Occasionally, the 'intrapreneurial' spirit works.

Saturn was the small car company feel and action from within the belly of the GM behemoth.

But it died a few years back. And even a sale to the smart, savvy car-man turned conglomerate Roger Penske couldn't happen in the 11th hour.

[http://adage.com/article?article\\_id=139370](http://adage.com/article?article_id=139370)

In the years old rear view mirror, it's interesting to think about why Saturn failed and what lessons are there for the current economy:

- little has a hard time getting resourced OR left alone to thrive
- little is often held to same standards as big in P&L, reporting -- and expected to fit the big system in distribution, timelines, velocity or other biz metrics
- little is sometimes staffed the same as big -- or with big minded folk who don't fit

Sadly, this wasn't entirely Saturn's fault.

We would think there's still some positive brand residue there. But it's only worth a little -- until in message and in mode, someone makes a big shift forward with it again.

10

## iPhone App Rapp

11

What do you get when musicians, technicians, and comedians get together? "I am T-Pain", of course.

All this creative technological prowess has produced something totally useless but severely entertaining.

The iPhone app, brought to us by T-Pain himself, allows users to karaoke over T-pain's songs in his trademark, auto-tune style -- then share the 'vocal stylings' online or via email.

And not only does T-Pain promote himself, but he's also leveraged his guest appearance in an SNL sketch for extra cash.

For \$0.99 more, you can buy the instrumental version of the hit SNL sketch "I am on a boat" complete with Karaoke style lyrics.

But wait there's more!

Other's lyrics need not limit you. There are instrumental songs a'plenty which allow you to "free style" your own poetry in emotion. So watch out for Happy B-day, Mom, with an auto-tuned twist.

Appreciation of Hip-hop, SNL, or even the iPhone aside, one has to concede this is an entertaining interactive experience that promotes purely, while it pads the creators pockets a bit.

Could your own iPhone app music video be far behind?  
Just make that booty call.

## Jersey Shore Gone Wilde... Oscar Wilde

To promote their Broadway show, *The Importance of Being Earnest*, Roundabout Theater has launched a video series in which actors recite lines from MTV's *Jersey Shore* in the style of Oscar Wilde.

The results are 'Capital, old man!' Or 'Slammin'', depending on your view.

Delivering lines like "You like your women how you like your underwear -- dirty" with a Victorian accent and cocked eyebrow, make a mash up that's far funnier for both eras.

What we find most appealing about this idea is the mix of low-brow and high-brow, and new and old media.

Tagging videos on YouTube with a popular search term like 'Jersey Shore' guarantees more exposure than traditional promotion. The videos have been picked up broadly on sites and blogs given the entertainment factor and the ease of sharing online.

Of course, Monty Python did this jokes-taposition years ago. Karl Marx losing on trivia in a game show once they veered beyond the Das Kapital questions. Socrates vs Aristotle...in a soccer match up.

But think about your business now, in a creative, mash-up way. How could you reframe your content, or delivery, in a way that reached more people, or a different market?

Could Kia create *Dancing with the Cars*, where non-drivers are taught to win? And viewers learn the key to stunt driving? Could an Athenian style restaurant have a Greek of the Week message sent out on Twitter to promote a meal deal and a philosophic insight, Plato-style.

## Jersey Shore Gone Wilde continued

Anyway, The Snookis of the world are probably hitting the club, not the theater.

But reaching a broader audience by tapping a current cultural rave for what WAS a cultural rave 100 years ago? That demonstrates a certain 'savoir faire'...and Wilde would approve of it. Or at least revel in the Situation.



Click on image for video



## Find my house in the Uverse!

13

**ATT's bundled services, Uverse, have been talked about for some time.**

**So where the heck is it?** Somewhere North of me, I'm told.

I want ATT phone, TV and Web for far less than the Comcast price.  
And far more than the Comcast service (oxymoron.)

So please get it to more domiciles, Mr. DeathStar.

Until then, we will have nothing more to do but sit in the backyard,  
staring into the night sky, wondering about our place in the Uverse.



## Baby-boomers still booming it.

14

Once a generation started to retire, conventional wisdom said they'd start acting like retirees. Cutting spending, locked into old ways -- the implication was therefore that they weren't worth the marketing effort.

But not baby boomers, baby.

They're not accepting a declining income as readily as previous generations. And in mass alone, they're still big:

- Households age 50+ account for nearly half consumer income & spending
- Boomer delayed every life stage transition & will delay retirement
- Most boomers are empty nesters, who often subsidize their adult kids

So, while the youth marketing rule is to aspire up (think 2-4 years older when marketing to 'kids'), you can do the opposite in terms of marketing to the Boomer set -- just think younger by a decade or 2.

**Less AARP. More PAAR...TAAAYYYYYY!**

## Since we're in marketing, we're in the markets.

"This is all happening because my father didn't buy me a train set as a kid."

- WARREN BUFFETT, joking about his decision to buy a railroad, the Burlington Northern Santa Fe Corporation.  
NY Times, November 3rd, 2009

Is this a sign the downturn's up? Should we start studying Buffett's other Rosebud-esque childhood stories?

'Hey, his folks didn't get him a junior insurance agent playset, so that explains GEICO!'

As we all know, the daily Dow, and all those market swings effect virtually every business, especially those involving antacid supplements.

And while fixation isn't helpful, paying attention to the trends makes business sense.

Colleagues and friends ask us what we're seeing in our world, given marketing can be an indicator of C-suite outlook.

We're noticing the obvious things:

- turnover at some companies makes getting back in-synch harder
- the struggling companies seem to shift back in an odd reliance on old ways vs fresh starts
- risk-aversion still rules at companies with slow/no-growth (self-fulfilling? most likely)
- well-run companies are acting smart about how they're spending -- more thoughtful in decisions, yet moving like opportunists
- smart companies are questioning value -- not overall cost, but cost against the service

These trends have actually led to more business for our business.

## Since we're in marketing continued

Why is that?

And what are the lessons we've learned about what's worked?

Getting back to the basics of entrepreneurial structures that start any business including:

- minimized overhead that can deliver optimal value AND a truly neutral structure and solution set
- efficient processes born of that minimized structure vs legacy systems
- personnel hiring that bring only those who are flexible and think like an entrepreneur given constant change in the marketplace

None of the above is news. really.

But it's amazing how the rapid growth era can take all but the smartest from going off track...Mr. Buffett.



## Upside to upside down

16



Click image for link

We stumbled upon this novelty site and thought we'd share in the spirit of lightening up your day.

<http://flipmytext.com/> and a host of other sites enable one to send messages upside down.

Watch your friends try it on the self righting screens of their smart phones!

While these site are mostly just a novelty we can't help but write copy:

JƏƧUᴉM Uᴉ JƏᴉᴉᴉᴉS JƏṖUᴉ UᴉṖṖ  
 Qantas

Imagine that kind of pitch from the Aussie airline for a 'Down Under Summer in Winter' sale.

Or imagine an eblast selling the inversion boot workout.

Too obscure? Well, you get the idea.

Just twist your thinking, e?

Website - <http://flipmytext.com/>

## Tech and t-t-t-timing

17

After a recent online shopping binge, a ski helmet we'd checked out kept on appearing on the non-ecommerce site we visited afterwards. And in sites that REALLY weren't related. Music videos?



The ability to target so narrowly with a relevant ad will undoubtedly produce better results over the long run and at a lesser cost.

But the logic of showing a product right after steering away from it didn't impress.

Displaying it 24 hours later while surfing, in case we just ran out of time or simply wanted to think about it, would have been far more appealing...and intriguing.

Cookies, tracking, and geo-targeting has certainly built a far better and more measurable mouse trap.

But there's still missing magic in knowing where and when to place the cheese.

## Gatorade Listens But Doesn't Hear 18



We just saw something that got us steamed -- and we're not saying that 'cause it's a 90° June day.

Gatorade put a promo piece(?) together for its Mission Control. It appears from the video this is a small room with a monitors where 'G' will, um, monitor all social media, web analytics, and, presumably, the negative impression this blogger had for its latest brand-blob.

Viral, social, online in general, has finally done a very nice job of toppling the old one-way, mass media communication to put the dialogue between brand and consumer on a more equal footing.

Discussion oriented, possibly. Channel busting, certainly.

We praise the ability of consumers to now actually voice concerns, or praise, and move away from the corporate behemoth feel of something being shoved down one's throat -- yes, we in marketing are guilty of driving it to be sure.



Click image for video.

## Gatorade Listens continued 18

But that's exactly where this "G" piece SO misses

Don't talk to us in big bold type about your gigantic mission hub of social monitoring. It's the exact opposite of what you're claiming you're trying to do.

Mission Control watching all things digital about your brand is big brother. It's corp speak. It's NOT a conversation.

And it sure as hell isn't cool.

Plus, it is all about message and bluster and not about product or how you, Gatorade, are going to improve my life with your product.

Sure, there's one quick mention about product, but it's lost under the lame license-free sounding music track.

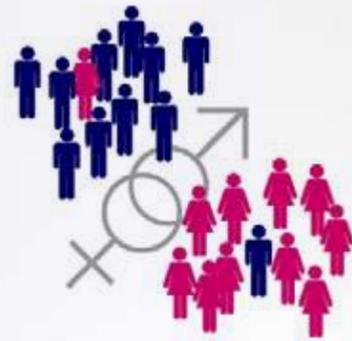
If this shows us anything, it's about what can happen when a big brand that has been built on big brand ads and big endorsement deals doesn't know what to do in the new 2-way communication world...when the little guy is more in charge.

If only electrolytes helped with marketing thinking, maybe 'G' wouldn't be graded below 'F.'



## Census Sense, Gender Style

19



According to the latest census data, men are taking it on the chin in this economy.

**78%** of the jobs lost in the last recession were men's. And this isn't simply because more men are working. One of the main reasons is the heavy losses in construction and manufacturing.

Given women tend to be more less represented in sectors of the economy effected by the recession like health care and education, they are doing better.

In addition, women are:

- 48% of the workforce but 52% of professional and managerial slots
- graduating college at 1.6x the rate of men for the last decade

In fact, as of 2009, there are now more women college graduates in the entire +25 population.

All this could have a flow-through effect on:

- spending power
- shifts in marketing targets
- product innovation and invention that's more gender focused
- who starts holding the door open for whom....

(source <http://www.census.gov/>)

## Web 3.OH!

20

Sure, social media is all the buzz.

Though Twitter may wane, and Facebook deface, the notable elements behind social media are this

- the way we all communicate and engage continues to undergo a monumental shift
- newer consumers continue to become better producers
- groups and individuals now communicate, in concentric circles, at the same time

It's a direct result of information shifting from hyper-centralized to decentralized.

What happened in retail, product, and other traditionally distributed consumer goods is now speeding up how we connect, talk, and transfer info.

One of the main reasons everything was centralized was Economies of Scale, a requirement that crumbles more with each increase in digitization and broadband internet upgrade.

Of course, quality of content and engagement still separates wheat from chaff, but since distribution is free, info, and its transfer, is increasingly de-centralized. In other words, bye-bye mainframes, and newspapers, and hello hub and...blog.

In a tip of the hat to that free info, we'll share one of our favorite sources, the TED talks.

Clay Shirky here sums up the implications of this communication revolution:

[http://www.ted.com/talks/clay\\_shirky\\_how\\_cellphones\\_twitter\\_facebook\\_can\\_make\\_history.html](http://www.ted.com/talks/clay_shirky_how_cellphones_twitter_facebook_can_make_history.html)

Enjoy. And transfer this info!

## Allison Kraus And Demographic Fate

Sitting in Chicago Starbucks, #437, sipping green tea, and cranking out work via laptop.

To muffle the barrista rattle and speaker songs blaring overhead required firing up iTunes and headphones.

The first random shuffle selection on our pod: Allison Kraus & Gillian Welch singing "I'll Fly Away."

No more than 15 minutes later, the same tune pipes all around, over the house speakers. What are the odds?

One could view that as a cool twist of fate and unseen forces in play.

But thought of another way, couldn't technology be leveraged to hit that 'fate card' more readily, a la 'Minority Report'?

Imagine a bar's juke box that suggested songs based on reading your iPod's song collection. Or consider a car satellite radio system that read your tastes via your phone's Bluetooth function and threw in songs or programs that matched past selections.

Where else could we read preferences, needs, experiences and offer them up so consumers didn't have to browse or even ask?

Sure, there's a big brother worry. But if one could be entertained, or get customized suggestions without having to work at it -- and with the ability to turn it off -- that would be welcome.

As to our epiphany -- was it fate we played our song and then Starbucks played our song moments later?

More likely - just the demographic overlap between Starbucks and a middle-aged song collection.

Big brother might be less depressing, actually.

## iPhone App\$\$\$



**Would you pay \$1000 for an iPhone App?**  
Maybe if it helped you pass the Bar Exam.

A new category of ultra-expensive Apps have hit iTunes -- education Apps for professional exams.

Offline versions of same often hit \$3-4K, if not more -- so there's a savings. And, if the

interface and interactivity are well-designed, this could spur a whole new valuable breed of App-ware.

Imagine this applied to Doctoral studies, Pre-med training, etc. In fact, any college or professor with a killer curriculum might look into a way to package class up and make it mobile.

The base versions of 'offline' classes have been done for years, from PBS-esque video series to Podcasts to more. So leveraging the uniqueness of the iPhone will be key.

Imagine an architectural school creating augmented reality tours of key city structures. Or a veterinarian prof doing an augmented reality tour of the zoo?

You listening, Career Education Corp.? DeVry? Hah-vahd....

Source:

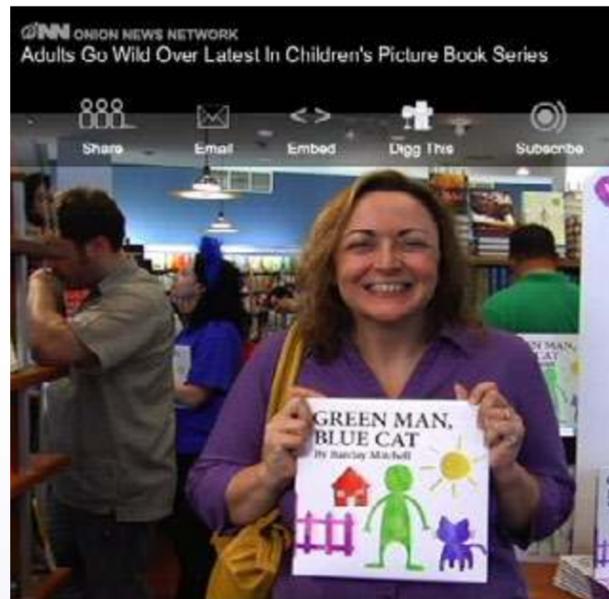
<http://www.techcrunch.com/2010/01/17/most-expensive-iphone-app-barmax/>

## New Coke?

What an interesting turn around at Coke. From the folks that didn't know how to leverage the Mentos/Coke 'exploding' viral video, we finally see some swagger come out of the Coke Zero brand team.



In addition to sponsoring The Onion video segments (not for the faint of heart, but some are really funny), the Atlanta gang is leveraging some new technology to have unabashed fun.



Click image for video.

## New Coke? continued



Coke Zero's social media idea? With your permission, Coke looks through your pictures on Facebook and uses facial recognition software to find your doppelgänger anywhere in the world. The results are convincing and sometimes eerie.

Click image for link

Quick. Easy. Engaging. And effectively pitches Zero as Coke's double doppelgänger, to be redundant.

Plus, the results are cool enough to cause us to share the heavily-branded site with our online cohorts like you, so it tickled our viral fancy.

Share a Coke and your smile...?

## When Lit Goes Rap Sampler: Hip-Hopifi-fiction?

Interesting article in a Sunday NY Times book section about, among other things, the lifting of famous authors' words to create new works. Almost music sampler style.

<http://www.nytimes.com/2010/03/21/books/21mash.html?th&emc=th>

So the mash-ups so popular in music might appear in the literary world? Copyright and trade infringement effect everyone, though the lit class has somewhat dodged the sampling bullet, maybe given the sleepier and less profitable world they inhabit.

Anyway, in our creative way, it got our mash up brains thinking: where else can one sample and combine for a synthesis of new from old? Brands? Sure Buckeye BBQ sauce chips were a start. Maybe Intel Potato Chips?

Food for thought there.

Mash ups are here to stay. And cool stuff can be created... out of recreating.

In fact, this recreation is a fave of ours, for any of you who are amused by Charlie Rose, this is even more amusing:



Click image for video.

## Product? Service? Or Both?

P&G, the globe's pre-eminent goods marketer, is testing a branch into service businesses with their brand names.

Leveraging brands that have long dominated the shelves, P&G now runs 'Mr. Clean' car wash and Tide Dry Cleaners. Can Iam's Pet Walkers be far behind? Pantene Hair Salons?

The advantages are many:

- an experiential play on brands/goods that heretofore only went from retail shelf to kitchen or bath cabinet
- another 'advertising' vehicle  
(Side note: we at Bandwidth helped to use Taco Bell's stores as billboards for many years, given the dearth of media spend compared to the bigger burger chains)
- a great way to test new products within or outside of the title brand's portfolio
- a built-in name brand that can possibly rise above the Mom & Pop shops without a name or reputation

The downside? Making sure that quality stays consistent and the experience is a good one.

Many a real service company has fallen hard when the human component comes into the equation. Delivering in the service realm goes far beyond making sure your package looks pretty and gets to Aisle 2 on time.

That said -- good luck, P&G. Always good to see a big behemoth take a small chance on something different.

Source: [http://adage.com/article?article\\_id=142898](http://adage.com/article?article_id=142898)

## So What's Anti-Social Media?

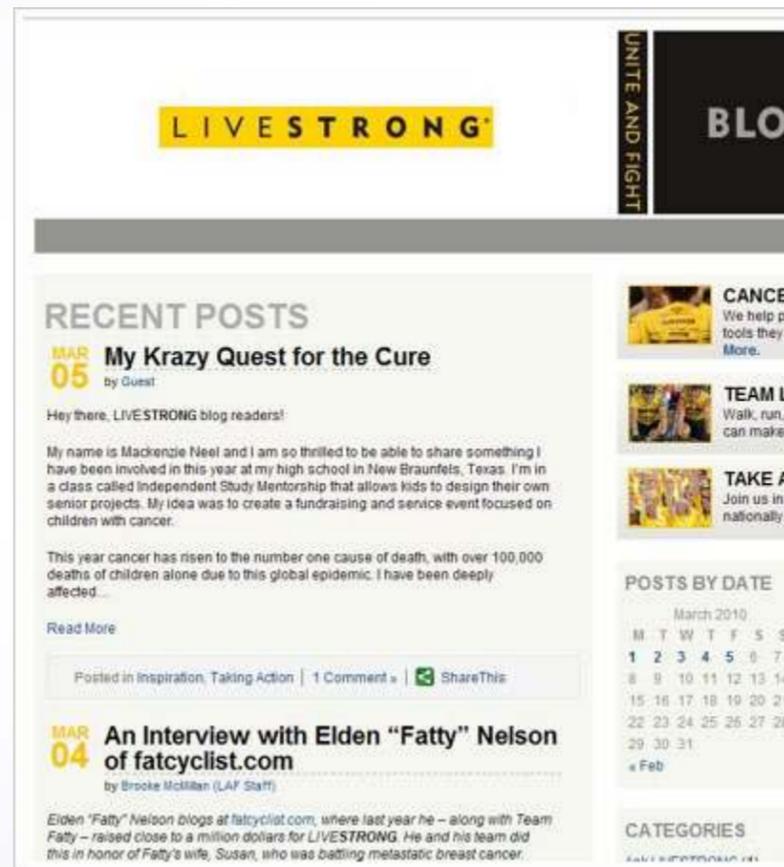
26

Bloggers love to write articles on how to leverage social media to create a movement. They call this going viral, creating a tribe or creating a following.

Many draw from success stories. Then they seem to imply that by following a set of rules, one can achieve the same success.

Casey Hibbard wrote an excellent article about Lance Armstrong's uber-popular Live Strong movement for the Social Media Examiner.

Her article is full of great advice about the intelligent social media tactics used by Live Strong to achieve social media success.



The screenshot shows the Live Strong blog homepage. At the top, there is a navigation bar with the "LIVESTRONG" logo in a yellow box, a vertical sidebar with "UNITE AND FIGHT" and "BLOG", and a "BLOG" button. Below the navigation, the main content area is titled "RECENT POSTS". The first post is dated "MAR 05" and titled "My Crazy Quest for the Cure" by a guest. The text of the post begins with "Hey there, LIVESTRONG blog readers!" and "My name is Mackenzie Neel and I am so thrilled to be able to share something I have been involved in this year at my high school in New Braunfels, Texas. I'm in a class called Independent Study Mentorship that allows kids to design their own senior projects. My idea was to create a fundraising and service event focused on children with cancer." The second post is dated "MAR 04" and titled "An Interview with Elden 'Fatty' Nelson of fatcyclist.com" by Brooke McKellan (LAF Staff). The text of the post begins with "Elden 'Fatty' Nelson blogs at fatcyclist.com, where last year he – along with Team Fatty – raised close to a million dollars for LIVESTRONG. He and his team did this in honor of Fatty's wife, Susan, who was battling metastatic breast cancer." To the right of the main content area, there are three featured posts: "CANCEL" (We help pe... tools they n... More.), "TEAM LI" (Walk, run, r... can make a...), and "TAKE AI" (Join us in th... nationally a...). Below these are "POSTS BY DATE" for March 2010, showing a calendar grid with dates 1 through 31, and "CATEGORIES" with a list of tags.

## So What's Anti-Social Media? continued

26

But while the lessons are sound, she and other denizens often forget to ensure one asks a basic question to start: is you company or your industry 'socializable?'

Can Live Strong's success be recreated using some of the same tactics? Yes, if your company, your initiative or industry can galvanize people in the real world. To create a following online there has to be a real reason to follow.

Ideally, you have to nail one of the following attributes:

- create something entertaining
- enable people to show off
- help people connect, re-connect, or FEEL connected
- indulge some voyeuristic tendencies
- ensure one will feel 'left out' if not participating

And to some extent, if you are bringing the next Sham-Wow or 3G light bulb to market, don't hold your breath for 1 million twitter followers or 3 million youtube views. There is most likely no compelling reason for consumers to give their already fragmented attention or time.

In some ways, any type of marketing, social or no, comes down to the same simple phrase: what's in it for me?

## Brooms Do More Than Sweep

27

Take look at this video and let us know what you think.

We're thinking 'public domain everything' can still be cool.  
Ah, copyrights.

Art by Allen Addington. Broom by O-Cedar.

Oh, and this was our clever way to get the word out about getting  
50 free tunes when you bought this over-sized paintbrush.



Click image for video.

## Karaoke iPhone App is For Gleeks

28

So a while back we wrote about how an artist and a technology company got together to leverage the iPhone and create a uniquely engaging app. The rapper T-pain brought his songs via karaoke to the iPhone with autotune, a pitch corrector, which allows anyone to sound like T-pain. The app took off and was a viral success.

The tech guys behind this success are back for Fox's hit show GLEE. You can download a Glee app which will allow you to karaoke the same songs performed by the cast of the show. Autotune will show how on pitch you are and will even correct your voice.

Of course, It wouldn't be an iPhone app if you couldn't share it with the world via facebook etc.

What a perfect fit for a TV show about a Glee club: a karaoke app that enables you to take the place of your favorite character, sing their songs, and share it with other rabid fans of the show (AKA Gleeks). The Glee app and songs are available for \$0.99 on iTunes.



## Shine on Chrome

29

Google Chrome, that is. This 'ad' from Google is fantastic, cool, captivating...all in a simple product demo.

No spoken words, just the power of moving pictures, worth 1000s of words, seen in a 1000th of a second.

The video production utilizes the Phantom high-speed camera capturing the high speed of Google Chrome...vs lightning...vs sound waves...vs...a spud gun.

It's sheer fun, yet compelling.

That's why, in our minds, Google will continue to outstrip and outrun Microsoft. Though search is still the mega-money pot at the Googleplex, we hope their drive for innovation continues to earn them converts and accolades.

We'd pay for Google sites if we had to, or Google office. And we'd NEVER have that feeling about Microsoft.

Chrome marketing, including their SuperBowl spot for Google search that relayed a whole romance in the speed of a Google search query, was simply appealing.

Innovative products mirrored by innovative marketing causes us to root for Google.

That's a far cry from the feeling one gets from the 'softies in Redmond, and the tired, tried-too-hard Zune marketing work, or dinosaur print campaign (get it? you're a dinosaur?!)

Even the venerable Crispin marketing firm's "Windows was my idea" work, like Microsoft products overall, lacks magic and imagination

## Shine on Chrome continued

29

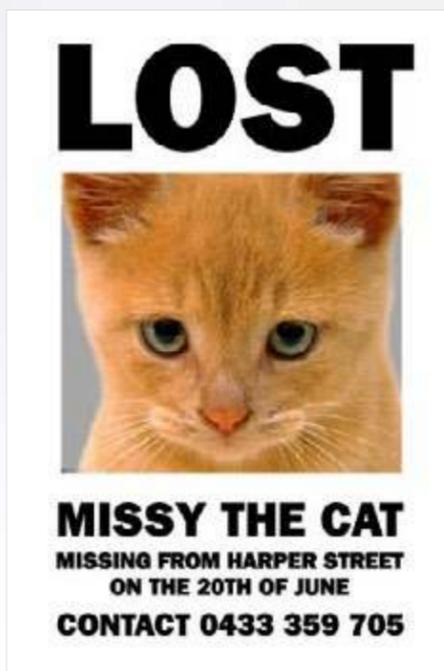
So here's to hoping true innovation and a mission stating 'don't do evil' can win out over the blast of Ballmer and bloated software driven by the dominant operating system.

Go Google.



Click image for video.

## Just Draw Me Some Kind of Poster!



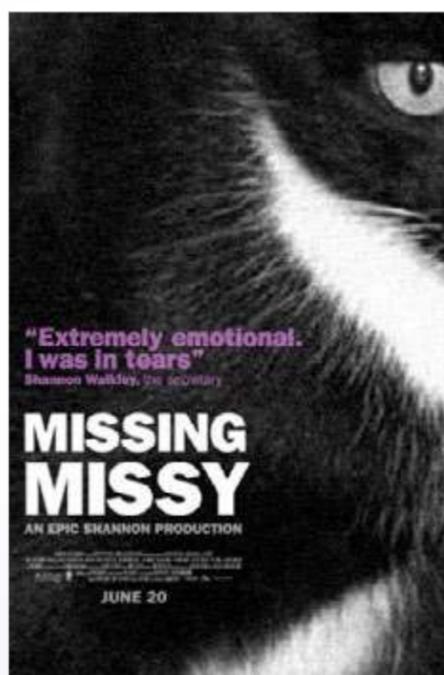
The attached 'email interchange' is amazingly funny.

Not to turn everything into a lesson, but buried in the humor are a few pointers:

- be very clear on what you want when you ask for a creative solution to something
- creatives want to make something useful and memorable -- if you don't want invention, do it yourself
- good designers are a rare breed of eye and thought -- the best work appears effortless, and thus often in dollar terms is undervalued

Writers always have to turn everything into some deeper meaning -- so forget the points above now and just laugh when you see this:

Click image for link



## Money is the Root of all Demotivation?!

Autonomy, Mastery and Purpose motivate. It's been shown, time and again, yet is rarely used in today's corporate structure.

At our link below, Dan Pink's talk on this subject is captivatingly brought to life via pure-smelly-marker animation from RSA. The talk, and illustration, are well worth witnessing.

Pink's presentation describes research that showed money was a motivator for mechanical tasks. Bigger carrot, better performance.

But when the task required cognitive skills, more money did the opposite. When rewards are increased, performance will decrease.

Social scientists have uncovered three factors that lead to better performance: autonomy, mastery and purpose.



Click image for video.

Fundamentally, we feel the need to direct our own lives, overcome obstacles and live and work for something bigger than ourselves.

What would your work place look like if those motivators ruled? How might you manage in your work place? Think about it. Now, back to the grindstone!

## Don't Go Away Mad, Men.

Many can't wait for Don Draper and the Mad Ad gang to hit our home screens again. Complete with commercial interruptions.

If you don't know the show Mad Men, on cable TV's AMC, you are either far too busy, don't care about marketing, loathe serial dramedy, or all of the above. Not that we'd fault you for any of that.

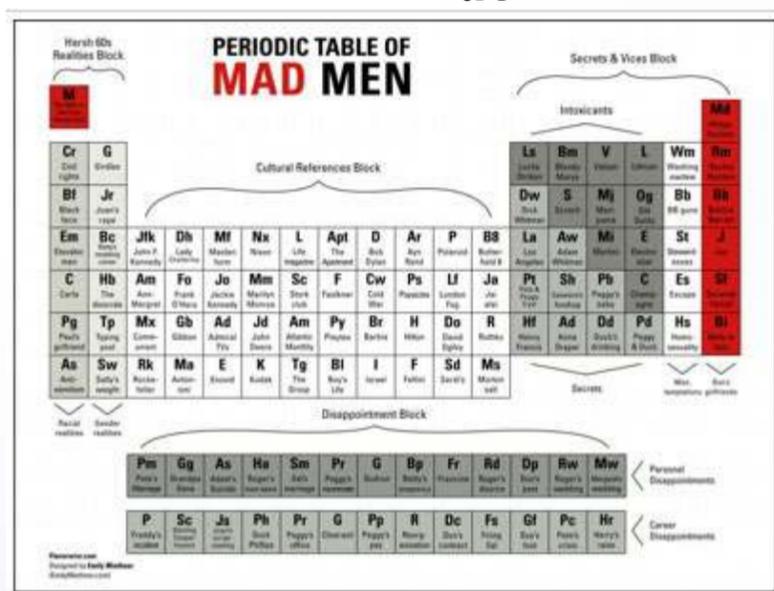
For Mad Men neophytes, the show is about the 60's NY ad game. Stylishly shot. Well acted. And great writing, with lines like these:

You know what my father used to say? "Being with a client is like being in a marriage. Sometimes you get into it for the wrong reasons, and eventually they hit you in the face."

Even after several seasons, the hits in the face keep coming. Along with stiff drinks, and all the other Rat Pack longings. Catch up on it here: <http://www.amctv.com/originals/madmen/>

Those in the know will find this faux periodic table amusing:

<http://flavorwire.com/wp-content/uploads/2010/07/PeriodicTableofMadMen-Flavorwire-Miethner.jpg>



The image shows a 'Periodic Table of Mad Men' where characters are organized into various blocks. Key blocks include:
 

- Herash 60s Realities Block:** M (Mad Men)
- Cultural References Block:** Cr (Cid), G (Gardner), Bf (Black), Jr (John), Em (Eliot), Bc (Bernie), Jlk (John), Dh (Diane), Mf (Midge), Nx (Nancy), L (Liz), Apt (The Apartment), D (Don), Ar (Archie), P (Pete), BS (Bobby), La (Liz), Aw (Alicia), Mi (Midge), E (Eliot), St (Stacy), J (John), C (Caroline), Hb (Hazel), Am (Alicia), Fo (Frank), Jo (Joan), Mm (Midge), Sc (Sally), F (Fiona), Cw (Cecilia), Ps (Peggy), Lf (Liz), Ja (Jane), Pt (Pete), Sh (Sherry), Pb (Peggy), C (Caroline), Es (Eliot), St (Stacy), Pg (Peggy), Tp (Tracy), Mx (Midge), Gb (Gibby), Ad (Adrian), Jd (John), Am (Alicia), Py (Peggy), Br (Bobby), H (Hazel), Do (Don), R (Roger), Hf (Hazel), Ad (Alicia), Od (Ogilvy), Pd (Peggy), Ha (Hazel), As (Alicia), Sw (Sally), Rk (Roger), Ma (Midge), E (Eliot), K (Kitty), Tg (Tracy), Bl (Bobby), I (Ivy), F (Fiona), Sd (Sally), Ms (Midge).
- Disappointment Block:** Pm (Peggy), Gg (Gibby), As (Alicia), Ha (Hazel), Sm (Sally), Py (Peggy), G (Gardner), Bp (Bobby), Fr (Fiona), Rd (Roger), Dp (Don), Rv (Roger), Mw (Midge).
- Personal Disappointments:** P (Peggy), Sc (Sally), Js (John), Ph (Peggy), Pr (Peggy), G (Gardner), Pp (Peggy), R (Roger), Dc (Don), Fs (Fiona), Gf (Gardner), Pc (Peggy), Hr (Hazel).
- Secrets & Vices Block:** Lx (Liz), Bm (Bobby), V (Vivian), L (Liz), Wm (Walter), Bb (Bobby), S (Sally), Mj (Midge), Og (Ogilvy), Bb (Bobby), Dw (Diane), S (Sally), Mj (Midge), Og (Ogilvy), Bb (Bobby).

Click image for link

## Sample Pack Rats



Click image for link

Takahiro Kawano took traditional free sampling to a new level -- the ground floor retail level.

He created Sample Lab!, a store that allows consumers to explore sample products, bringing a fresh concept to "tryvertising".

The 'lab' is filled with lots of unreleased goods in food, beverage, and beauty products.

There's a store front. A demonstration room. A woman's powder room to try out cosmetics. Experimenting is the key in this lab.

After sampling, members (15 and up who must register) are required to fill out surveys via cell phone. If they really like the item they may buy it if it's available. If not, they can take up to 5 or 10 samples home.

The brand, designers, and manufacturers use the surveys to improve and tweak their product before release. Sample Lab!'s unique system not only offers brands consumer feedback but also helps generate word of mouth buzz and excitement for new products.

The franchise is still young, but Sample Lab! has around 700 consumers walk into the Harajuku store a day! Stores aren't located outside of specific Asian countries, but there is definite interest in opening Sample Labs! internationally.

Anyone up for trying one?

[http://springwise.com/marketing\\_advertising/tryvertising\\_lab\\_in\\_tokyo/](http://springwise.com/marketing_advertising/tryvertising_lab_in_tokyo/)  
[http://www.japaninc.com/mgz\\_october\\_2008\\_sample-lab](http://www.japaninc.com/mgz_october_2008_sample-lab)

## LEADERSHIP LESSONS IN A ROCK FAN'S DANCE

Many of you may be familiar with TED videos, the online video library of great talks from the TED (Technology Entertainment Design) Conference.

This talk in particular was great in its simplicity. Far faster than Gladwell's Tipping Point read, and just as cogent in its dissecting a video of a concert dance to make a point about how group movements start.

The lessons for marketers, leaders, teachers, party-throwers are readily apparent: it's the second "follower" that has real guts, turning the bleeding edge into the leading edge.

The second person to follow a lead:

- turns a solo into a group
- commits his or her credibility to a possible lone wolf, person, or idea
- enables the more risk-averse to join in

It's time to value that first convert in following the lead or idea. Seconds, anyone?



Click image for video.

## POORLY PRODUCED, RICHLY RECEIVED

Yes, this attached video is a bit of inside humor, but amusing. The lesson even if you don't get the 'B-roll reference? A great concept with a good script trumps production values every time. In fact, leveraging bad production to humorous advantage works too.



Click image for video.

And speaking of bad video but amusing concepts, the one below seems real. Anyone down at 110th & Cicero confirm this?



Click image for video.

## Tech Tracks on the Ski Slope

36



We're always looking for cool new convergence ideas, and this is definitely one: Epic Mix.

<http://www.snow.com/epicmix/home.aspx?cmpid=ET900094&et rid=100512035>

Simply stated, they've put RFID (trackable chips) on ski passes. And they've leveraged it larger than a winter storm in International Falls.

Click image for video.

So what does this hi-tech tracker enable?

Track your progress throughout the day.  
See you entire day's run online before hitting the apres ski.  
Even earn various 'pins', awards for hitting milestones slopewise.  
Most importantly, find your friends at any time on any slope.

Lord knows we could use that last feature, Mr. Hey-Slow-Up-on-the-Mogul-Run!!!!

The intro video for Epic Mix needs a better editor -- like lift lines, the shorter, the better, in video demo-land. But apart from that, we're diggin' this development.

And as long as the chip survives Epic Mixes of downhill spills, bring it on!

## The Brand is Dead. Long Live the Brand.

37

No, this isn't a hi-falutin' discourse on the state of the brand today.

But it is a shout out for the value of dead brands. And what can be done with them in the right hands.

In our green, recycling way, we've been interested for a long time in dead or tarnished brands, and how great marketers (like these guys here), can bring them back to life.

We appreciate what the leadership team did for Pabst and now Schlitz.

Not dead brands, really. But stale as 30 year old beer. And, yet, they revived 'em with smart positioning, packaging, and promotion.



In the same spirit, we marveled at this odd auction last fall in New York:

[http://adage.com/article?article\\_id=147556](http://adage.com/article?article_id=147556)

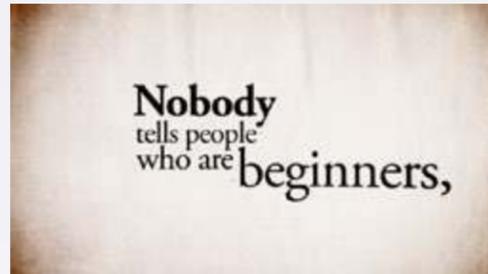
One random rep in attendance signed over a cashier's check for about \$2000 and ran off with the rights to failed, but hallowed, old magazine brand, Collier's.

So, if you see a brand you want to revive, we're fans of fixer-uppers... and would be happy to help.

"Murph, we're gettin' the brand back together!"

## Stories Told Through Ira Glass

38



Click image for video.

If you do anything creative, you know the battle between a flash of instant brilliance, and working, working, working to get to that inspiring idea.

In the clip above, Ira Glass, host of This American Life on NPR,

talks about how practice makes perfect even when it comes to creative work. Cue Gladwell's Outlier's pitch.

Just because you have taste and vision doesn't mean the work you put out matches your ambition. You need to do a large volume of work before you hit upon something really compelling, and your output catches up to your good taste.

In fact, the good taste that many creators have often stifles the 'artist as a young man', because one realizes that the early output...isn't all that great. That said, there are constructs to follow to possibly get to that successful spot more readily.

In an additional segment, Mr. Glass shares his experience of what makes a good story. Although he focuses on broadcasting, his nuggets of truth are applicable whether creating or presenting or...socializing.

As he says, a story is essentially a sequence of events told in a compelling way that carries the audience towards a destination, coupled with a moment of reflection on why the story matters.

The trick? Figuring out the strong interplay between the two and editing down to content that isn't crap.

Storytelling is powerful in any situation, creative or not, because our brains are wired to process in terms of narratives. With a lot of work, editing, and luck, you can create better communication in the form of a good story. Maybe a pair of Ira Glass's thick glasses would help as well.

## Critters Make the Brand?

39



Click image for video.

Interesting POV in Advertising Age on the importance of support to establish a mascot for your marketing product or service.

<http://adage.com/article/guest-columnists/marketing-makes-mascot/149381/>

We'd argue that what's also critter-cal, is to make sure your mascot is dimensionalized.

### Does 'it' have a personality? Catch phrase? Certain voice?

We still remember the first time we did a tie-in with a major, long-standing cartoon property. The studio dossier on every aspect of the cartoon characters was longer than any patient file in a psych ward.

Critters we've worked with and created must be true, like a person.

For fictitious characters to be successful, they must live and breathe, animatically speaking. A Tony the Tiger drawing on Frosted Flakes is far less captivating if one can't hear and see the growler on TV, radio, and print over time -- same as any celebrity in flesh and blood.

As the web keeps booming, there's even more chance to birth new branded mascots -- like we did for a client who bootstrapped a fun, fishy fanatic to leverage in eblasts, online and at trade shows:

Makes Charlie the Tuna look like sashimi, eh?

## Word Poem On Words

40

Taylor Mali is one to watch. He's a poetry slam innovator as well as an experienced classroom teacher.

And after serving as adjunct college faculty ourselves, we KNOW teaching's tougher than poetry slamming.

Watch the attached video of Taylor reciting a poem, set simply to a fount of font animation that brilliantly brings his points to life.

After viewing, don't miss another example in this style, entitled 'What do teachers make?'

Both of these make us want to widely spread the word. And stand up and be heard. Or read.

Here's to the outspoken word...especially when it's animated.



Click image for video.

## Just Kidding

41

Being in the creative marketing world, we've been called 'childish' often.

Like when we put all those yoga balls in our reception area. Or when our voicemail greeting was a mere mass transit announcement of upcoming stops.

We take the 'childish' label as high praise.

To us, childishness can be about looking for the fun, or funny, in almost anything. It's about being surprised by something new.

A childish sense of wonder, optimism, and limitless freedom is ESSENTIAL in creativity. It's the only real way to think big, new thoughts.

We'd argue that it's essential in ANY aspect of business, and if you disagreed, we'd never ever ever talk to you again. Period.

Limitless freedom to 'adults' means risk. Untried. Not validated. And that's frightening.



Click image for video.

But new ideas are just that.

And if we lived in fear of always skinning knees, we'd never run.

So, with all that in mind, listen to this erudite speaker's lessons on what adults can learn from kids. And the next time someone calls you childish, just flick 'em

## The Times They Are A-Changin'

42



A documentary about journalism might not seem like edge-of-your-seat material -- you're thinking white guys on computers, right? But Page One: A Year Inside The New York Times, is a gripping, spirited defense of traditional print media in its most dire hour.

Page One follows the goings-on of the newsroom, casting reporter and colorful personality, David Carr, as the main protagonist defending journalism against bloggers and new media types.

Carr is actually far from a luddite. He calls himself a 'digital adopter' while at the same time recognizing that derivative news sources such as blogs and the Huffington Post can neither exist without nor replace rigorous, original reporting.

Page One makes clear that journalism as a public resource is what's at stake -- but it's also a classic tale of an older entity struggling to adjust to new markets and resources.

TV Guide transformed into an online fan resource; AOL is trying to sell ads instead of dial-up portals. Can the Times, and traditional news in general, make the leap where FREEconomics have changed the field? If they don't, will the blogs and aggregators in essence kill off the host organism that feeds them?

## The Times They Are A-Changin' continued

42



David Carr believes the Old Gray Lady can keep shining, beyond just using new hair dye.

He calls newspapers "branded information put together by people you trust."

The brand, if valuable enough, can live on even if the physical product, delivery method, and business model change.

The Times put up a pay wall in March, the first step in what might be a future supported by readers instead of ads or subscriptions. If the Times is going to be asking for dollars, Page One is a pretty persuasive infomercial.

[http://blogs.indiewire.com/theplaylist/archives/watch\\_trailer\\_for\\_journalism\\_documentary\\_page\\_one\\_inside\\_the\\_new\\_york\\_times/](http://blogs.indiewire.com/theplaylist/archives/watch_trailer_for_journalism_documentary_page_one_inside_the_new_york_times/)  
<http://www.slate.com/blogs/blogs/browbeat/archive/2011/01/28/david-carr-page-one-and-the-future-of-the-new-york-times.aspx>  
<http://www.thenewsgallery.com/2011/06/page-one-ny-times-documentary-opens-for.html>

## The Best Advice You'll Ever Hear

43



### Having problems with your business?

Why not call up Nobel Prize winning economist Gary Becker to talk it over. Think your significant other is hiding something? Just get ex-FBI Special Agent Joe Navarro's take on the matter.

A start-up website called Expert Insight is making it easier for us common-folk to get advice from the best of the best. Customers can browse the list of experts from various fields and their hourly rates, select a time slot from their schedule, pay online, and video chat their way to enlightenment.

Most of the rates are pretty steep, but paying \$400 an hour for Harvard economist Jeffrey Miron is still far more democratic than having to be accepted into Harvard and paying the \$50,000 tuition.

Although Expert Insight is still in its beta phase, it is an interesting attempt to improve our inefficient and unequal access to expertise. It's another example of how the Internet has blown the top off of information access, especially privileged information (we're looking at you, WikiLeaks).

If you think you're qualified or know someone who is, Expert Insight is accepting world-class applicants. Otherwise, you can work on your swing with an ESPN coach or talk strategy with a poker pro.

You can even hire former call girl turned best-selling author Tracy Quan. She charges \$750 an hour, just to chat.

## Google, 12 Years Ago...and Billions of Dollars Earlier

44



Click image for video.

The video below (fast forward liberally - it's long) shows founders Larry Page and Sergey Brin leading a meeting of fewer than 60.

They introduce a new employee and celebrate Sergey's birthday. There are presents (see 6:20 for Larry's gift to Sergey) and silly string. Folks sit on the floor or large exercise balls.

Hard to believe that just over a decade later, Google has grown into one of the most recognized and respected companies in the world.

In this video, everyone seems part of a tight-knit group who want to work there, who are happy to be with this little tech company.

Google's main asset was always its people, without whom there would've been no innovation, no world domination.

No matter what organization you're in, a culture that gives people creative freedom and a sense of ownership will enable more success.

It's true -- just Google it.

Click image for video

<http://www.youtube.com/watch?v=u68QWfHOYhY>

## Trick or Tweet

Twitter user @oldmansearch is apparently an 81-year old man who was told by his son that Twitter is how you search on Google.

You can imagine, peeking into an old man's "searches" provides endless amusement: "Diane sawyer swimsuit pictures" -- "Is alex trebek really smart?" -- "Doorbell volume."

Though @oldmansearch has racked up over 100,000 followers in a month, it's probably fake. Hard to believe even a computer-illiterate senior citizen would continue searching without any actual results.

Most likely, this is someone hoping to capitalize on the success and subsequent TV deal around the 'Sh\*\* My Dad Says' Twitter feed made popular years back.

Nonetheless, this is a great example of how Twitter is leveraged for different purposes. Companies like Dell use it for customer service, TV networks use hashtags to connect with viewers, and others use it for pure amusement. Or to communicate live during turbulent times across the globe.

Twitter has become a viable people mover. And from offers to awareness, it's worth considering how your business objectives could be met by a tweak of these tweets.

Just use under 140 characters. Or, seen below, just one really old character.

<http://twitter.com/#!/oldmansearch>

## Name That Logo!

If a picture is worth a thousand words, a good logo is worth even more. A good logo is likable and persuasive (think Obama's 2008 campaign design); a bad one is...well, the briefly lived Gap fiasco.

A well-designed logo is the literal face of the brand-- an ambassador that conveys corporate identity, personality, a promise. It does all of this instantaneously and has the potential to linger in the public memory far beyond words and slogans.

Need proof effective logos really settle into public consciousness? You can test your own recall skills with Sporcle.com's Corporate Logos quiz. You have 6 minutes to name 36 common brands. It's a little trickier than it looks, there's always that one at the end driving you nuts...

Does your logo say what you want it to? Would investing in identity work reinvigorate the brand or will consumers pounce if they feel like you're changing something beloved and familiar? Ponder these questions as you take the quiz.

It's a great time waster if nothing else. There's even a Corporate Logos 2 and 3 for 200% more brand action.



Click image for link

## Friskies' Marketing Catalyst

47

You know why Apple never marketed the iPad to cats? There just weren't enough apps for them. Cat food maker, Friskies, has changed that with tablet games for the underserved feline segment.

Capitalizing on the Internet's insatiable appetite for cat videos, Friskies released an ad on YouTube that was quickly imitated by pet owners filming Fluffy playing with the most expensive toy ever.

The value of technology like the iPad lies in how you use it to serve real human needs and passions. For Friskies, the formula was: 1 open-ended tech medium + 1 community of cat lovers = cheap exposure/good will from consumers.

Sprint aimed for the same market with its Android 4G cat commercial, but Friskies actually integrated itself into the online cat phenomenon by giving people a product to use and share.

How can technology benefit and entertain your consumers? Zippo has an app featuring virtual lighters for concert-goers; Pedigree created a facial recognition program called "Doggelganger" that matches users to their shelter dog counterparts.

As personal gadgets become more sophisticated, what's imaginable is often doable. And the impact of marketers spending dollars not on a 30 second TV blip but on an app that interacts with consumers, furry or not, is a welcome development.

Then again, we're easily distracted by balls of yarn.



Click image for video.

## Twitter: Death by Spam?

48



If you've spent five minutes on Twitter and follow a crew, you get flooded by a torrent of info, mostly irrelevant, often useless.

Twitter vets filter the noise and recognize the signals.

With that overload in mind, we were intrigued by Guy Kawasaki's posting about Twitterhawk, a Twitter direct marketing tool.

Twitterhawk searches Twitter for your "key words" and allows you to set automatic or manual responses to these messages for \$0.05 a pop. Clearly, this is a company trying to create real value without biting the hand that feeds it.

But what happens when a spammer or group without scruples enters the market?

Twitterhawk could become Twitterhock. And that would ruin everyone's tweet.

The link to Kawasaki's article:

<http://blogs.openforum.com/2009/05/27/twitterhawk-no-guts-no-story/>

## Small Logo, Big Noise

49

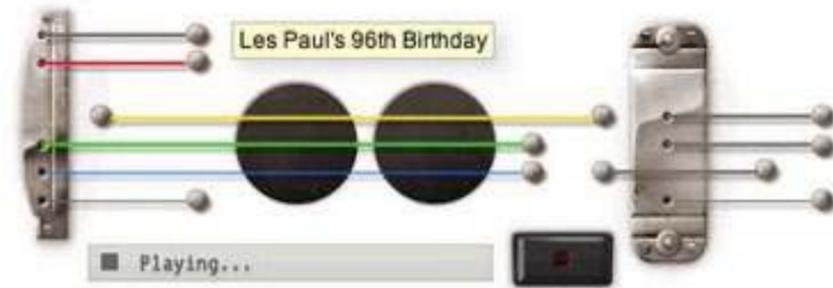
Not everyone knows the name Les Paul, but everyone Googles. When Google recently created an interactive logo to honor the late musician and inventor's 96th birthday, the Gibson Les Paul brand received enough exposure and word-of-mouth to fill a stadium.

The logo let users strum, record, and email their masterpieces. Thus, countless work hours were wasted and YouTube videos uploaded.

Through a simple widget, Les Paul updated its image and introduced itself to non-guitar aficionados. Sometimes, small but smart executions deliver a bigger impact than scale and dollars. Rock on.

The Les Paul Google Doodle now has a permanent page, you can test it out and annoy your friends and co-workers.

Click image for the obligatory, guitar-store-banned rendition of "Stairway to Heaven."



Click image for video.

## Counterintuitive Counterfeits

50



The counterfeit industry has long been the shady brother of legitimate, high-end manufacturers.

Conventional knowledge says fakes steal sales from genuine brands, but could they actually be good for business?

A preliminary study of counterfeit sales in China (the birthplace of all these fine products) suggests that rip-offs may serve some good after all.

In the 1990s, China suffered a bout of well-publicized cases of food-poisoning and gas tank explosions. As policing efforts were diverted from counterfeiters towards the drug, food, and gas industries, knock-offs proliferated. Instead of losing business, however, high-end labels saw rising sales in the following years.

### **There might be several reasons for this:**

Fakes serve as free advertising by signaling brand popularity. All publicity is good publicity, right?

Owning a fake could eventually lead to purchasing the real thing. MIT marketing professor Renee Gosline calls counterfeits "gate-way" products that allow the owner to form an emotional attachment to the brand. A guilty conscience helps propel counterfeit owners to buy the genuine article.

As more brands and corporations go global, the best solution against counterfeits and copycats is differentiation through quality. For high-end labels, luxury materials that are harder to replicate fetch higher prices anyway.

Imitation may be flattering, but it's so much better when it's also profitable.

## Smile For The Data, Sweetie!

51



Marketers are used to mining data as a resource. But effective presentation of data is increasingly less about numbers and spreadsheets, and more about turning the quant into a quality visual. Not that Powerpoint isn't visual, mind you.

'Data visualization,' the process of distilling reams of statistics into something aesthetically pleasing and functional, is quickly becoming a buzzword.

Tech companies have been doing this for years. Google Maps and Google Earth, for example, are just enormous amounts of data packaged into a useful and consumer-friendly service.

Now marketers are catching on. Intel created the Museum of Me website which pulls Facebook photos, videos, and other archived bits to create a gorgeous, if self-absorbed, virtual exhibition.

For marketers themselves, data visualization tools help synthesize paralyzing amounts of consumer information. Forward-thinking agencies like R/GA are hiring computer scientists to find new ways to distill and display data. Easier analysis means faster insight and decision-making -- and even though number crunchers abound, it's visuals that stay with most people. Think back to your 'how to give a presentation' lessons -- gesture, smile, and be a presence. That's what's remembered more than the content.

Data visualization creates a demand for those who are able to think mathematically as well as artistically. By using both sides of the brain, we can graph recipes that double as art work and discover new music and apps through interactive maps.

In this highly visual, digitized age, a picture's worth a thousand words... and a million data points.

## A Chorus of Ones

52



Click image for video.

Normally we're not a big fan of crowd sourcing. But when everyone builds in concert to create something new out of the whole (Linux updaters be praised), we're big fans.

And so we love this spin on that concept: crowd making, one individual at a time.

This video explains how a conductor got a bunch of submissions for his internet-

chorus to create one of 2010's biggest viral hits -- individuals, brought together via web and a smart editor to become a cyber-chorus.

The result is moving.

Any time lone individuals, connecting in from anywhere, create something in which the sums is far greater than the parts, we stand in awe of what can be in the world we live in.

So even amidst the chaos out there, we can pray for less antagonism, and more anthems.

