

PORTFOLIO

February 2012 Volume 52 No. 5



216.650.GOLD

WHAT IS GOLD WORTH TO YOU?

PORTFOLIO

Published by



The American Advertising Federation-Cleveland

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The American Advertising Federation-Cleveland exists to promote the vitality of the communications industry in Northeast Ohio through professional education, recognition of excellence, public service and social activities that are relevant to our members and the community.

Editor: Dan Leibundgut

Produced by: Live Publishing Inc.

Ad sales: Contact John Moore
(216) 721-1800x124 • www.lpcpublishing.com

VOL. 52, NO. 5, February 2012

ON THE COVER

The cover concept was developed by John Scavnick of dezindz, llc and Kevin Kolke of Toomey & Friends Advertising. dezindz is a graphic design and marketing firm headed by John and partner Denise Ziganti. They've created award-winning work for local, regional, and international clients. T&F is the littlest, big agency around. Completely full service, they do anything and everything. Except windows. The 650-GOLD campaign, starring Peter Toomey, was created by Don Pavlish of PavlishGroup.



FROM THE TOP

Our president, Sharon L. Toerek

The Power of Creativity

I'm writing on the heels of Superbowl Sunday, and after watching and listening to all the post-game armchair "quarterbacking" that inevitably follows.....the commercials.

The timing couldn't be more appropriate. February has long been the month AAF Cleveland holds its biggest celebration of the year, and one that is, fittingly, all about the power of well-executed creative work.

However you measure power – money, emotion, influence – creativity impacts it in advertising. Following the social media chatter after the Big Game, and listening to the adworld Monday morning critiques, the opinions we all heard were expressed in terms of power: was that ad worth the spend? (money) how did it make you feel? (emotion) did it make you feel or do what the brandholder wants you to feel or do? (influence). Every agency and corporate marketer is tested this way, every day, and it takes creative, sometimes brave, solutions to answer those challenges successfully.

Creativity – it's a powerful thing.

Industry pros have differing opinions about Addys and awards in general. But nobody I've ever spoken to in the industry disputes the importance of creativity – in strategy or in execution. So join us and your peers in celebrating it on February 16 at the Q Arena (you can get your tickets [here](#)). It also happens to be a pretty good party, too!

Look to our website very soon for upcoming program information about March and April member luncheons, and some special programs we have upcoming like our President's Council breakfast for senior agency leaders, our small business marketing seminar brought to you in partnership with the Council of Smaller Enterprises (COSE), and our CMO Dine Around event. We've got a busy Spring in store.

Good luck, Addy Entrants!
Best,



FROM THE EXECUTIVE DIRECTOR

By the time you read this, the Super Bowl will have been won, the ads will have been critiqued and hopefully my Giants will be crowned NFL champs, sorry Browns fans. I'm still amazed by how big this day has gotten as well as how important the advertising during the game is. It certainly shines a positive light on the work produced for clients and the tremendous ideas that come from very talented people. Yet I can't help thinking about how the ads have become bigger than the game itself. When I Googled "Super Bowl Ads" there were over 5 million results posted. So I asked myself, why are these ads so important and why do advertisers spend millions on them? I figured that there would be some long-winded study on

the psychoanalysis of the consumer and how they perceive advertising during a football game, but I was wrong. Jordan Weissmann, associate editor of The Atlantic said it succinctly in a recent article, "as audiences have fractured in the age of Hulu and DVR, the Super Bowl is among the last of an increasingly endangered species: The truly mass audience live TV event. In good times and bad, that distinction has been worth a premium to advertisers." So there you have it. Even with all of the avenues to reach consumers, it's still all about a mass of people experiencing one event at the same time. Sort of like when ev-



everyone gathered on a Sunday evening to watch the Ed Sullivan Show. Funny how times don't change.

I hope you're planning on celebrating all the great creative work produced here in Cleveland at our annual ADDY Awards Show coming on February 16th. This year we'll be at Quicken Loans Arena and all those in attendance will receive a voucher good for a ticket to an upcoming Cavs game. We'll also have game night fare and cash bar. Our emcee this year will be Cavs In Arena Host Ahmaad Crump. Come see all the great work and celebrate with the winners.



AAFCLC WELCOMES NEW CORPORATE MEMBER

AAF-Cleveland would like to welcome Mongoose Metrics as its newest Corporate Member.

For information on Corporate Membership contact AAFCLC Executive Director, Dan Leibundgut at 216-901-4000 x-11.



mongoosemetrics

AD PEOPLE

WhiteSpace Enhances Digital Capabilities

WhiteSpace reinforces its online capabilities with recent additions in both its account service and web programming teams.

Stacey Zur has been added as a Senior Account Executive bringing 11 years of successful client relationship management and strategic account supervision in the online arena. She has experience in virtually all areas of the digital space with specialties that include integrated online marketing strategy and account supervision; CRM, SEO, and CMS solutions; e-commerce and best practices for website development.



Zur

Robbie Schneider joins WhiteSpace as a web programmer. Robbie has more than a decade of experience as an open source web developer. His extensive knowledge spans the complete life cycle of website development, from specification/analysis through production and ongoing maintenance.



Schneider

Continued on page 8

ASSISTANT PROFESSOR OF ADVERTISING

School of Journalism
and Mass Communication
Kent State University, Kent, Ohio

The Position

We're seeking an educator with strong professional credentials to teach primarily undergraduate courses in the School's professionally driven Advertising Major. This is a full-time position beginning August 2012. This is a non-tenure-track position that is focused almost entirely on teaching. Standard teaching load for this position is four classes per semester. You'll also be engaged in co-curricular activities.

The Advertising Major

The major includes courses in principles, media planning, account management, strategies, copywriting, audience insights and campaigns. Successful candidates will have expertise in one or more of these areas.

Our Approach

Our Advertising Major stresses excellent writing skills, strategic thinking and planning, results-oriented creativity and a solid understanding of the advertising business, including new media platforms and analytics.

Qualifications Sought

Master's degree preferred, along with significant professional experience; teaching experience is a plus.

For information about the School and our facility, visit <http://www.jmc.kent.edu>.

Contact

For your application to be considered, please visit the Kent State Jobsite at: <http://jobs.kent.edu>, and click on "create application/data form." Then select "Academic Data Form." You will be asked to create a user name and password, allowing you to track the progress of your application. Consideration of candidates will begin February 10, 2012.

In addition to posting on the Kent State Job website, please email your letter of application, résumé/vitae and contact information for three references to:

Greg Blase, Search Committee Chair
Associate Director
School of Journalism and Mass Communication
gblase@kent.edu

MSWord or PDF documents are acceptable.

Kent State University is an EEO/AA employer and actively encourages applications from minorities and women.

JMC

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- Mongoose Metrics
- Parker Hannifin
- Radio Disney
- Recess Creative
- Repros Color
- Scene Magazine
- Time Warner Cable
- Virginia Marti College of Art & Design
- Wyse Advertising

5 WAYS TO BLOW THE SALE WITH A BAD PROPOSAL

The quality of your sales proposal can make or break your ability to close the deal. So why do so many business-to-business marketers produce such poor sales proposals?

I recently helped a client of my Cleveland marketing consulting firm prepare a request for proposal (RFP) for professional services. I also reviewed the proposals received in response to the RFP.

Though the RFP spelled out the client's needs in detail and all the vendors had the opportunity to talk with us to learn more during the proposal preparation process, most of the proposals fell shockingly short.

Here's what these B2B professional services marketers got wrong in their sales proposals and what you can learn for your smart marketing strategy.

5 Proposal Mistakes that Can Cost You the Sale

The sales proposal is your best opportunity to demonstrate your desire for a relationship with a prospect. By creating a dynamic, well-written, and insightful proposal, you can show your understanding of the prospect's needs and your ability to deliver the services the prospect wants better than anyone else.

But the opposite is also true. If you submit a bad proposal, you'll have very little chance of winning the business. Here are five of the most common – and costly – mistakes:

We, are such good, writers: Most of the proposals my client received in response to the RFP were poorly written. One proposal that offered writing services as a capability was astonishingly bad with poor sentence structure, misplaced commas, and verbose language.

I'm sorry-what was your business about? The worst offenders failed to offer any insight into the client's business or demonstrate how they could use that insight to help the client achieve success. Some appeared to have invested little time in learning about the client's brand, indus-

try, competitors, or key points of differentiation in the marketplace.

Hand me that cookie cutter: One firm noted with pride during the interview process that they could easily "whip out a proposal in a day." And indeed they did, by using a one-size-fits-all template. They got it done, but it was so obviously a templated proposal, with references to services that had nothing to do with the client's needs, that it demonstrated their lack of interest and their lack of understanding of the client's business.

It's all about us: One 19-page proposal had exactly two pages that referenced the client: The cover page and the pricing page. The other 17 pages were about the firm and how they work, with no explanation of how those capabilities matched the client's requirements or the services requested in the RFP.

No ideas for you: Though a vendor shouldn't be expected to give away a lot of free advice at the proposal stage, the proposal is a chance to demonstrate eagerness to go beyond what the client is expecting and get them excited about the possibilities of a future partnership. Ideas were few and far between in the proposals we received.

The B2B Marketing Lesson: Don't Waste a Golden Opportunity

Any sales representative will tell you that it's hard work to nurture a B2B prospect to the point where they ask for a proposal. So when you do have the chance to submit a proposal, it's crucial to give it your best effort.

Always remember that your sales proposal is a reflection of the quality of your company. If you can't demonstrate high quality at the proposal stage, you certainly won't be capable of doing so if the prospect selects you. And you probably won't get the chance.

By Jean Gianfagna, Founder & President of Gianfagna Strategic Marketing
www.gianfagnamarketing.com

CALLING ALL CHEFS

The 3rd Annual AAF-Cleveland Chili Cook-off is coming March 8, 2012 at The Hipp beginning at 6pm. We're now accepting entries for the coveted Best of Show and People's Choice awards. It's \$75 per entry which includes admission for 2 of your agency chefs. Here's your chance to de-throne Marcus Thomas LLC as reigning cook-off champs. Join in the fun and enter today! Contact AAF-CLE Executive Director Dan Leibundgut at dleibundgut@aafcleveland.com or Co-Chair Stephanie McNally at stephe@717ink.com to enter.

What you'll need:

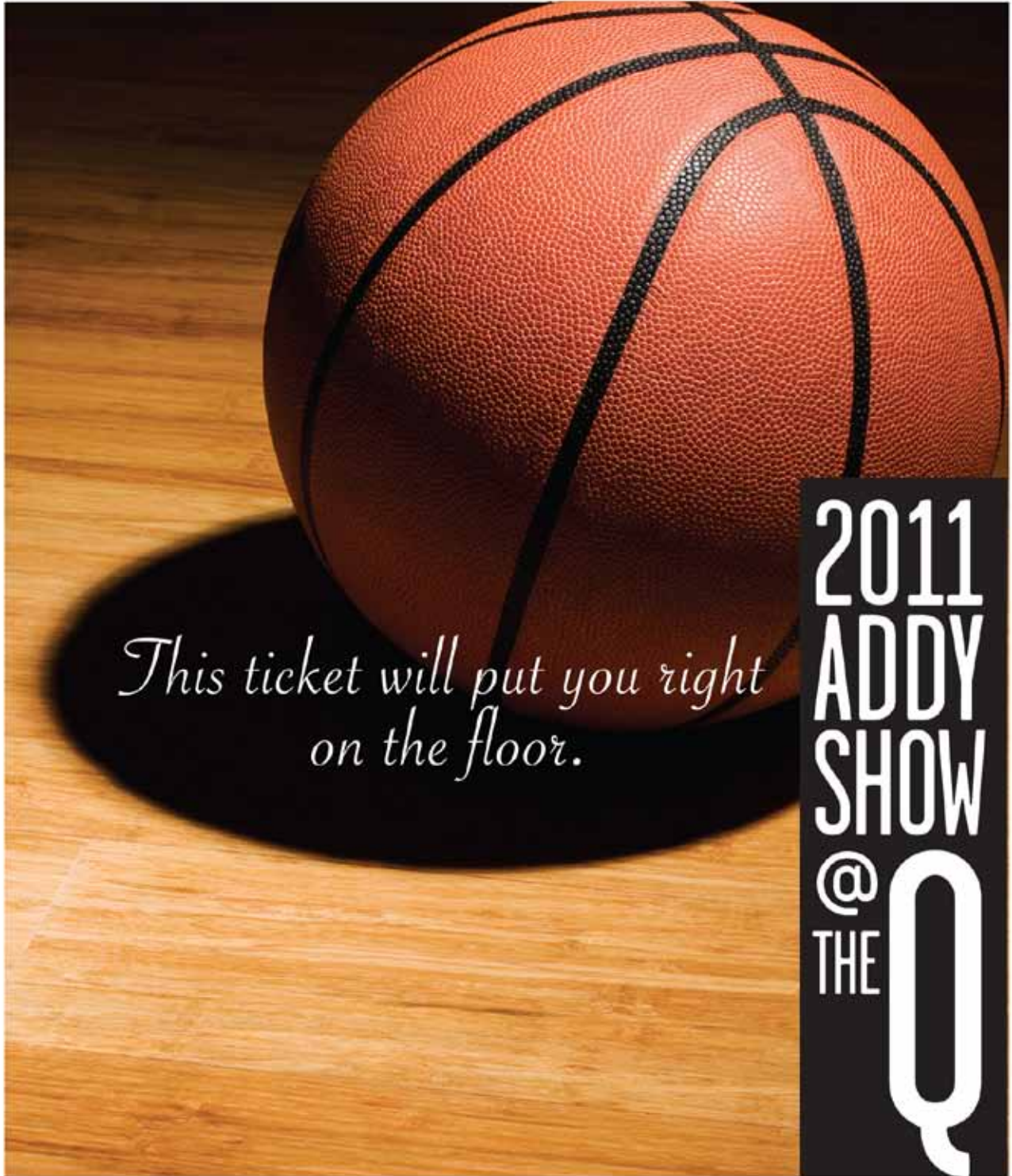
- ▶ At least two gallons of chili
- ▶ Crock Pot(s)
- ▶ Outdoor/heavy duty extension cord
- ▶ Decorations for your table

What You'll Get:

- ▶ 4ft table
- ▶ Electrical hook-up
- ▶ Spoons, cups, paper products
- ▶ Tickets for 2 of your chefs

Tickets for the cook-off are just \$10 and include one drink ticket. Buy your tickets online [here](#).





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FEBRUARY 16, 5PM AT THE Q.

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SPEAK FOR YOURSELF

What's Next?

Every marketer knows that word of mouth is the most valued and credible way of spreading a brand message. But today, the idea of simply talking to someone else seems almost antiquated. Proximity is a relative term, and the average consumer doesn't need to worry about who's actually in their physical space; they have instantaneous access to anyone who is logged on and plugged in.

This evolution poses a unique challenge to marketers: attempting to occupy and engage the decentralized mind. It's

increasingly likely that multi-tasking consumers are watching video, websurfing, checking social media platforms and texting at the same time. With the average mobile device, they could be engaging in all of these activities while riding the subway to work. At that rate, can anyone afford to be boring? And can anyone afford to stop expanding reach?

We crave the finite – every marketer would like the luxury of a simple list of "Top Five Most Important Media." But in reality, that Top Five is constantly changing, and who said five was enough in the first place? In today's marketing land-

scape, linear thinking is the path to stagnation, deterioration and failure.

Voice recognition technology is improving exponentially every year. Are the days of the keyboard coming to an end? Will new symbols, similar to texting emoticons, enter the lexicon as computers learn to translate a speaker's tone of voice? Could we be working with a new alphabet in ten years? The evolution and speed of com-



NICK BETROS

Continued on page 8

COME CELEBRATE WITH THE WINNERS

Our annual ADDY Awards Show is coming on February 16th at "The Q." All the winning work will be shown and we'll award Gold, Silver and Bronze as well as the Best of Show and Judge's Choice Awards. We'll also announce our Sofa Award winners that same evening. The event will be held in the practice court at The Q which is located on the third floor of the Gateway parking deck. Use

the third floor walkway to the arena and you'll be right there. The fun begins at 5pm with game night fare and cash bar.

Our emcee this year is Cavs In Arena. Host Ahmaad Crump. Tickets are:
\$67 for members
\$80 for non-members
\$45 for students

Your ticket includes a voucher good for an upcoming Cavs game at The Q. The ADDYS are sponsored by:



recesscreative

NEW MEMBERS

The following joined AAF-Cleveland in the month of January

Jackie Gareau

Cleveland Metropolitan Bar Association

Frank Sulka

Mongoose Metrics

Marlo Zaber

Mongoose Metrics

Jeff Culliton

Mongoose Metrics

Megan Duniec

Quaker Steak & Lube

Melissa Sattler

Rosenberg Advertising

Jenna Tucci

Rosenberg Advertising

Jeffrey Slater

FridgeArt Creative Ltd.

NOCA NEWS

With the demise of Liggett-Stashower, the question arises as to what that means for the marketing communications industry in Northeast Ohio. Once home to several mega-agencies, that population here has shrunk considerably over the past two to three decades.

Is it an overall trend, or is our industry more of a mirror of the local economy? Could be either; could be both.

Consider: just as the number of mega-agencies has dwindled locally over the years, so too has the number of large corporations. More and more the economy of Northeast Ohio is comprised – not of the Fortune 500 caliber companies – but increasingly it's the small-to-mid-size

companies that have proliferated. So is it a coincidence that there are thriving small-to-mid-size agencies – and independents – here as well?

We are blessed. Without mentioning any names, we have large shops still turning out outstanding work. Likewise, we have small shops, mid-size shops and independents all doing the same. What matters is the quality of work, not the size of the firm that produces it.

Jim Tabaczynski
President, NOCA

Send your comments to:
jptgroup@sbcglobal.net

ON THE SCENE

Photos from our January Professional Development Luncheon featuring our Digital Media Panel and Scholarship Awards



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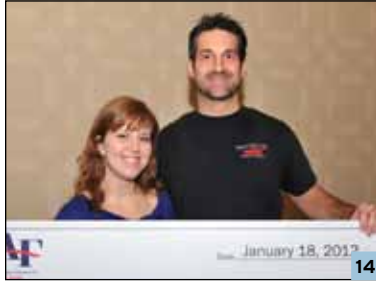
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15



16

1 Alexa Marino, Sandra Gallucci, Risa Goehrke & Lisa Zone

2 Amanda Dobos, Annette Fatica and Lezlie Grubb

3 Annie Murmann, Stewart Ryan and Morgan Kirtland

4 Shelia Wyse with her "WyseGuys"

5 Adele Pellicane, Scott Chapin, Sharon Toerek, Larry Weissman and Michael DeAloia

6 Amin Shawki & Sheila Wyse

7 Curtis Walker & Sheila Wyse

8 Laurie Mitchell, Alyssa Purvis & Sheila Wyse

9 Christopher Ferranti & Ryan Collins

10 Cindy Springer & Rob Spademan

11 Chuck Abraham, Theresa Augustin and Jack DeLeo

12 Ellen Jackson & Jim Nash

13 Jerry Hoegner, MaryBeth Okorn & Shirley Stineman

14 Amber Counihan and Todd Saperstein

15 The Scholarship winners

16 Our Panel (l-r) Scott Chapin, Adele Pellicane & Larry Weissman

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munication will cause seismic changes in how marketers address their audiences.

Mobile devices can be used to store medical data and monitor health. Is it unreasonable to think these same devices could track vital signs and warn users of impending medical issues? Could your mobile device summon EMTs faster than you can dial 911? Will this mean that se-

lecting the right mobile device, apps and accessories could be crucial to maintaining good health? Healthcare marketing will change considerably when consumers realize that the first responder may be in their pocket.

External data storage is a standard practice. How much of this function will mobile devices serve in the future? Will they morph into extensions of our own memories, carrying massive amounts

of data so that we don't have to? Sure, it may sound crazy. In 2002, the idea that laptops would be considered "old school" within ten years probably seemed a little far-fetched, too.

Conventional wisdom – the concept of relying on accumulated knowledge to guide one's decisions – is a convention that a marketer cannot afford. Convention suggests tradition, tradition is built over time, and time is a virtually nonexistent commodity in an instant response-based culture. As messaging approaches the speed of thought, soon to be delivered straight to the cerebral cortexes of the target audience, we can shed a brief tear for the passing of conventional wisdom while we adopt its replacement, Optimal Relevance.

We must continue to make bold strides forward – in all directions. For coming generations of marketers, content is key, and success will go to those most able to instantaneously measure reaction, reconfigure messaging and maintain productive engagement. And remain vigilant, as the days of the next great technological advances are numbered, and the race for the next Next has already begun.

NICK BETRO

President/Chief Creative Officer,
hfa Marketing Communications

Ad People

Continued from page 3

Innis Maggiore Grows In Motion Graphics

Innis Maggiore has bolstered its creative staff with an animation and film director, Josh Booth, to oversee the agency's work in that area. Booth is experienced in graphic animations, video post-production for corporate and broadcast content, video special effects, animated banner ads, website animations and a variety of animated presentation materials. He formerly was a senior producer at Mosher Media in Akron and a production special-



Booth

ist at iQ Digital. He earned a bachelor of science from Kent State University where he majored in electronic media production, television/video.

AAF-CLE Names New Director

AAF-Cleveland Board of Directors is pleased to announce the naming of Julie Telesz as a new director. Julie is an account executive at Wyse Advertising and will be completing the term of the retiring Sharyn Hinman. We welcome Julie!



Schneider

March 8

6-8:30 p.m.
at the Hipp

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