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Subscription rates: One year—\$59, two years—\$99; Canada—\$69 (includes GST); all other foreign—\$89. Canadian Post International Publications Mail Product (Canadian Distribution) Sales Agreement No. 40012850. GST No. 136760444. Canadian return address: 4960-2 Walker Road, Windsor, ON N9A6J3. Printed in U.S., effective Jan. 1, 1997. Address all circulation correspondence to BtoB's Detroit address.

B to B (ISSN 1530 - 2369) is published monthly by Crain Communications Inc. at 360 N. Michigan Ave., Chicago, Ill. 60601-3806, (312) 649-5401. Offices at 1155 Gratiot, Detroit, Mich. 48207-2997, (313) 446-6000; 711 Third Ave., New York, N.Y. 10017-4036, (212) 210-0100; 6500 Wilshire Blvd., Los Angeles, Calif. 90048-4947, (323) 651-3710; National Press Building, Washington, D.C. 20045-1801, (202) 662-7200. Fax: Chicago—(312) 649-5462; New York—(212) 210-0700; Los Angeles—(323) 655-8157. Telex: Chicago—687-1241; New York—64-0207.

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Vol. 92, No. 14



# Return of good ol' fashioned call-to-action



BY ELLIS BOOKER

**J**UST A YEAR AGO IN THIS SPACE, I wrote about the “humanism, environmentalism and social networking” that had emerged as themes in business marketing. I concluded the column by asking if this “welcomed, human-centered emphasis” would be sustainable. ¶I shouldn’t have worried. There is now a plethora of these campaigns. Unfortunately, there are too many of them. What began as a breakthrough way to help complex industrial brands stand out—“Jerry, no product shots, only people—exotic people in exotic locations!”—have blurred into each other.

Some advertisers make us wait until the very end of the commercial to toss in a logo and thus reveal the brand. The granddaddy of this idea, Dow Chemical Co. and its agency, Drafftcb, wisely puts “Hu”—a philosophical addition to the Periodic Table—throughout the “Human Element” spots, creating a subtle icon to identify Dow.

Sameness, certainly, was one reason our top Best picks this year were so tough, especially in the Single TV Spot category.

Given this context, the spot “Not So Good Old Days,” for Optimum Lightpath’s fiber-optic service, was a refreshing return to good ol’ fashioned call-to-action advertising. Developed by agency hawkeye, it imagines a silly world of “old-timey” office equipment like carrier pigeons and employees sharing an antique phone for a conference call. But what’s notable is that the selling point, including price guarantees, is front and center. It is runner-up in our Single TV Spot category.

Another example is Panasonic Toughbook’s “Its Not Just a Laptop,” from agency Sigma Group, winner of our Integrated category (more than \$200,000). In its Web execution, Panasonic puts product specifications in close proximity to other collateral, such as user testimonials, to grab the attention of buyers ready to make a purchase.

One big brand that gets it right, creatively, is Microsoft Corp., winner of our Direct category (more than \$200,000), for its “Genuine Fact Files” campaign, from agency DDB Seattle. The effort perfectly marries a form (graphic novels) popular among the target audience and content (the dramatic legal and security risks of installing pirated or counterfeit software found on the Web). Even if you’ve never read a graphic novel, you’ll be drawn in by the edgy, ominous style of this cam-

paign, which is also rendered as animated storyboards at [www.microsoft.com/piracy/knowthefacts/](http://www.microsoft.com/piracy/knowthefacts/).

This year, we introduced both new and expanded creative categories. See all of our picks—from more than 300 entries—starting on page 28.

Of course, our annual Best issue celebrates not just creative executions but the professionals who bring these ideas to market, and who are increasingly judged on how they impact the bottom line. As Brett Butler, just appointed director-global sales and marketing practices at Lexmark International, puts it: “Accountability equals job security. A lot of us in marketing got into this because we liked witty words and pretty pictures. That’s just not good enough anymore.” (*Marketers, page 17.*)

Our Marketer of the Year for 2007 is Dan Henson, VP-CMO of General Electric Co. In the job for nearly two years, Henson has not only overseen GE’s “ecomagination” push—launched in May 2005, and now a \$12 billion business—he has been busy reworking and decentralizing the company’s global marketing organization. “My goal is to have the most skilled marketing organization on a global basis,” Henson said. (*Marketers, page 4.*)

Last but not least, the Best issue includes our picks of the Top 10 Brands, an exclusive club of b-to-b companies selected by BtoB’s editorial staff, based in part on CoreBrand’s brand equity rankings and Interbrand/*BusinessWeek*’s global brand valuations. (*Brands, page 23.*)

Enjoy BtoB’s Best 2007. (You can also view this content at our Web site, [www.btoonline.com](http://www.btoonline.com) or download a PDF of the issue.)

**Ellis Booker is editor of BtoB and BtoB’s Media Business, and can be reached at [ebooker@crain.com](mailto:ebooker@crain.com).**

**Our annual Best issue celebrates not just creative executions but the professionals who bring these ideas to market.**



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We honor the best advertising campaigns of the year with our annual awards

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# BTOB'S BEST

# Marketers

**D**AN HENSON, WHO was named CMO of General Electric Co. in January 2006, has led the company's charge to position itself as an environmentally conscious company that is working to solve some of the planet's most critical environmental issues.

The effort, called "Ecomagination," is more than just eco-friendly positioning. It represents a complete business transformation for GE that is changing the way it develops products, sells to customers, enters emerging markets and ultimately makes more money as a company.

"'Ecomagination' is huge," Henson said. "Although we advertise for it and conduct PR activities around it, for us 'Eco' is real business.

"The launch of the 'Ecomagination' program is recognition of the fact that our customers were demanding more energy-efficient products that emitted less contaminants. This is the trend of the world."

As part of the "Ecomagination" effort, which debuted in May 2005, GE announced it would double its investment in R&D for environmentally sound products—to \$1.5 billion by 2010. The company also said it would double revenue from products and services that provide measurable environmental performance advantages to customers, reaching \$20 billion by 2010. In addition, it pledged to reduce its greenhouse gas emissions by 1% by 2012.

Last year, revenue from "Ecomagination" products—including solar energy equipment, hybrid locomotives, fuel cells, lower-emission aircraft engines, energy efficient lighting, and water purification technologies—reached \$12 billion.

This year, GE introduced the second phase of the "Ecomagination" campaign, developed by BBDO New York, with new TV, print, online and outdoor ads.

One of Henson's top marketing priorities this year has been expanding GE's presence in China, Eastern Europe, India, Latin America and the Middle East. "These regions continue to invest heavily in infrastructure, and we are very strong in that," Henson said.

This year, for the first time in the history of GE, more than half the company's revenue came from outside the U.S.

"A lot of my focus was making sure that we as a company, with 7,000 marketing



*Marketer of the Year*

**Dan Henson**

**Title:** VP-CMO  
**Company:** General Electric Co.  
**Years in job:** Almost 2  
**Quote:** "'Ecomagination' is a concerted effort to bring to bear the products and technologies that global businesses need today."

employees around the world, were positioned to execute on all of these opportunities," Henson said.

To do this, GE completely overhauled its marketing and communications training worldwide, focusing instead on a decentralized program. Training for GE's Indian employees, for example, is now handled in India, rather than bringing employees to GE's U.S. facilities as had been done in the past.

"We want to have as local a presence as we possibly can," Henson said. "We have a great opportunity to move GE into a company that is providing great Indian solutions or great Chinese solutions, as opposed to a U.S. company that sells products overseas."

In addition to decentralizing its training organization, GE is also moving more marketing and communications services into local regions, allowing for more sales and fulfillment locally. "In many ways, we are creating a more decentralized GE," Henson said.

GE is also training its marketing employees in new areas, such as ethnography and segmentation, to make sure they truly understand their customers. "My goal is to have the most skilled marketing organization on a global basis," Henson said.

Another big priority for Henson this year has been ramping up GE's marketing efforts for the 2008 Beijing Summer Olympic Games.

As a worldwide partner of the Olympics, GE will provide more than 335 products and infrastructure services to help stage the games in Beijing, from a rainwater recycling system to energy efficient turbines that will power sports arenas.

GE expects to generate more than \$600 million in revenue from products and services related to the Beijing Olympics, and Henson said the company is well on its way to meeting that goal. The Olympics effort has also helped GE create new ways of selling enterprisewide products and services, he said.

"We have always been very good at selling in the context of the P&L structure, but the Olympics have forced us to be adept at responding to opportunities that span three, or four or five business units," he said. "Through Beijing, we have learned how to

work across our business units and present one GE face to the customer."

Henson said these lessons are translating to selling across the enterprise in other industries, including construction, mining, metals and health care.

—Kate Maddox



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WSJ.com	2,153,724
CNNMoney	4,587,649
TheStreet.com	3,933,490
Reuters	3,802,269
Motley Fool	2,731,500
Businessweek.com	1,782,984
Bloomberg.com	1,399,063
Smartmoney.com	950,510
FT.com	753,242

### U.S. Unique Monthly Visitors Nielsen Netratings\*\*

Forbes.com	8,246,000
Wall Street Journal Digital****	8,224,000
Wall Street Journal Online	4,738,000
Marketwatch.com	4,573,000
CNNMoney	8,066,000
Reuters	6,483,000
Motley Fool	3,224,000
TheStreet.com	2,908,000
BusinessWeek Online	2,849,000
Bloomberg.com	2,561,000
SmartMoney.com	1,863,000
FT.com	1,458,000

<sup>†</sup>Omniture, August, 2007. Includes Forbes.com, ForbesAutos, Forbestraveler, Investopedia. \*Compete.com 3-month Average Unique Monthly Visitors July-Sept 2007. \*\*Nielsen Netratings 3-month average July-Sept 2007. \*\*\*Sum of total sites traffic, not unduplicated. \*\*\*\*Includes unduplicated traffic for WSJ.com, Marketwatch.com, AllthingsD.com, Barron's.com, Opinionjournal, Startupjournal, Realestatejournal, Bigcharts.com and Stockpoint.com.



# Marketers



**Diane Brink**

**Title:** VP-worldwide integrated marketing communications  
**Company:** IBM Corp.  
**Years in current job:** 2  
**Quote:** "You can't be confused about why you're here. ... What we do is all about fueling demand for hardware, software and services."

**A**T IBM CORP., 360 degree marketing has long been core. The challenge for Diane Brink—especially over the last year—has been understanding, managing and innovating inside that traditional framework, even as changing media, marketing and consumer habits shake up the marketplace.

"There are a lot of different things you can do inside that 360 degrees that allow for innovation and allow for experimentation," said Brink, VP-worldwide integrated marketing communications. "Some things will work and some things won't; but if you don't try, you'll never know."

Now beginning her third year as head of worldwide corporate marketing, Brink is becoming quite adept at balancing the core beliefs and goals of IBM marketing with a media world that changes almost every day. Her goals for the past year were to continue to communicate the IBM marketing message of "Innovation That Works," while making broad, behind-

the-scenes changes in the framework for delivering those messages.

IBM restructured its various audience targets to help streamline marketing as well as create specific messages for each group. In the middle-market segment, for example, IBM consolidated its efforts around the "Simple" marketing campaign to create a consistent tone and feel for its messaging. The campaign was also meant to address the mistakenly held perception that IBM wasn't really in the space. Monthly lead generation has seen double digit growth as a result, Brink said.

IBM also built on the theme of "Innovation That Works" this year by showing examples of what that meant for its clients. The effort was customized on a country-by-country basis to address local business needs.

Clients responded by asking IBM to tell its stories in other ways. This prompted the company to test new media formats, including mini-online documentaries showcasing clients such as the New York Police Department and the National Geographic Society.

IBM, like many companies, shifted more of its marketing budget to digital this year—to the tune of a 100% increase in online spending. But even with the big percentage increase in digital, Brink said, IBM still relies heavily on traditional business ad media such as TV and print.

"The fact is you need multiple forms of media to get the best bang for your buck," she said. "[Media consumption] habits are changing, but that doesn't mean we should abandon what we've done in the past, because not everyone is changing. If we go all one way, we risk losing them."  
 —Beth Snyder Bulik

**L**ARRY BLOOMENKRANZ, VP-brand management, advertising and sponsorships at United Parcel Service of America, says he is turning the word "whiteboard" into a verb.

"UPS helps you whiteboard an idea and whiteboard a problem," said Bloomenkranz, the man behind UPS' \$35 million "Whiteboard" campaign, which debuted in January.

The campaign marked the most significant creative shift for UPS since the 2002 launch of "What Can Brown Do for You?"—the hugely successful campaign on which the new effort builds.

At the center of the TV and online creative is a man in front of a whiteboard sketching the different types of products and services that UPS offers. Bloomenkranz said it gives the company a way to break down complex messages about its capabilities in an accessible way.

So far, the campaign has exceeded Bloomenkranz's expectations. "We knew we had a pretty big idea on our hands," he said.

Part of the reason for the success is that the creative concept has enough flexibility that it can promote a variety of messages in a variety of channels: TV, print, online and outdoor.

"It allows us to talk about the many different things we can offer customers without overwhelming them or confusing them," he said. "We've managed to simplify the complex by not packing everything into one commercial."



**Larry Bloomenkranz**

**Title:** VP-brand management, advertising and sponsorships  
**Company:** United Parcel Service of America  
**Years in current job:** 5  
**Quote:** "We've had a bunch of parodies [of the 'Whiteboard' commercial] on YouTube, which is some measure of success these days. If your work gets parodied on YouTube, the collective consciousness of the country is interested enough in it to make a parody of it."

The TV messages anchor the campaign, but there are various online elements as well. Earlier this year, UPS did a page takeover of the Yahoo Web site for 24 hours, including an interactive connect-the-dots game that featured a virtual marker.

Bloomenkranz and his team, with the help of interactive agency IQ Interactive, Atlanta, also created a microsite that has attracted more than 1 million unique visitors.

These days, Bloomenkranz is busy brainstorming with the Martin Agency, Richmond, Va., UPS' ad agency, on the next round of messaging for "Whiteboard." Those are set to break early next year.

"I think it has proven to be a successful platform for us, and there's plenty of life left in the idea as we continue to have new products and

services to talk about," Bloomenkranz said.

Last month, the New York chapter of the Business Marketing Association honored Bloomenkranz as its 2007 Communicator of the Year.

—Carol Krol



**Mich Mathews**

**Title:** Senior VP-corporate marketing group  
**Company:** Microsoft Corp.  
**Years in current job:** 5  
**Quote:** "We're continuing to push ourselves to tell a more integrated Microsoft brand story to our business customers."

**A**LTHOUGH MICROSOFT Corp. had several notable product launches this year, including Vista, Office 2007 and Halo 3, marketing leader Mich Mathews said a big priority for the company was to tell a more integrated brand story.

"Given that our customer base is so broad, at times customers will think about Microsoft in one category or another. It's important that we take a step back to show what Microsoft overall can do for them," Mathews said.

To accomplish this, Mathews, who is senior VP-corporate marketing group, oversaw the continuation of "People Ready Business," a \$500 million global campaign developed by McCann Worldgroup, San Francisco. The campaign debuted last year and was extended this year with TV spots and print and online ads.

"It's not about Windows Server or a new CRM application per se, but the collective value we provide at the macro level," Mathews said.

In addition to "People Ready Business," Microsoft also introduced ad campaigns for specific products, including "It's a New Day. It's a New Office." for the kick off of Office 2007, and a new campaign for Windows Mobile (Microsoft's mobile computing software).

One of the challenges Mathews faced this year was marketing Vista, Microsoft's new operating system, to business customers, with the goal of having them upgrade from Windows XP. So far, adoption of Vista has been strong among enterprise customers, with renewal rates last quarter above 80%, she said.

Another big priority was expanding Microsoft's digital marketing efforts. "Digital is transforming our relationship with customers and enabling them to participate in our brands in entirely new ways," Mathews said.

The company used digital marketing in innovative ways, such as placing Microsoft Ribbon, the new toolbar in Office 2007, across the top of the home page of MSN. Users could experiment with the toolbar to learn more about Office 2007 without having to leave the Web page. Forty-two million users tried out the feature during the campaign.

Mathews said Microsoft is also experimenting with social media.

This year, it conducted an instant messaging ad campaign using Windows Live Messenger. It let users select a social cause of their choice, such as protecting animals or the environment, and Microsoft donated a portion of its ad revenue to the selected cause each time a conversation was started using IM.

"Social media is a huge opportunity because it means that it's no longer about awareness—it's about the depth in which someone can actually engage with you."  
 —K.M.



# WHEN TWO RIVALS MEET IN THE FIELD OF BUSINESS, THE CONFRONTATION OFTEN BEGINS WITH THE SEEMINGLY INNOCUOUS,

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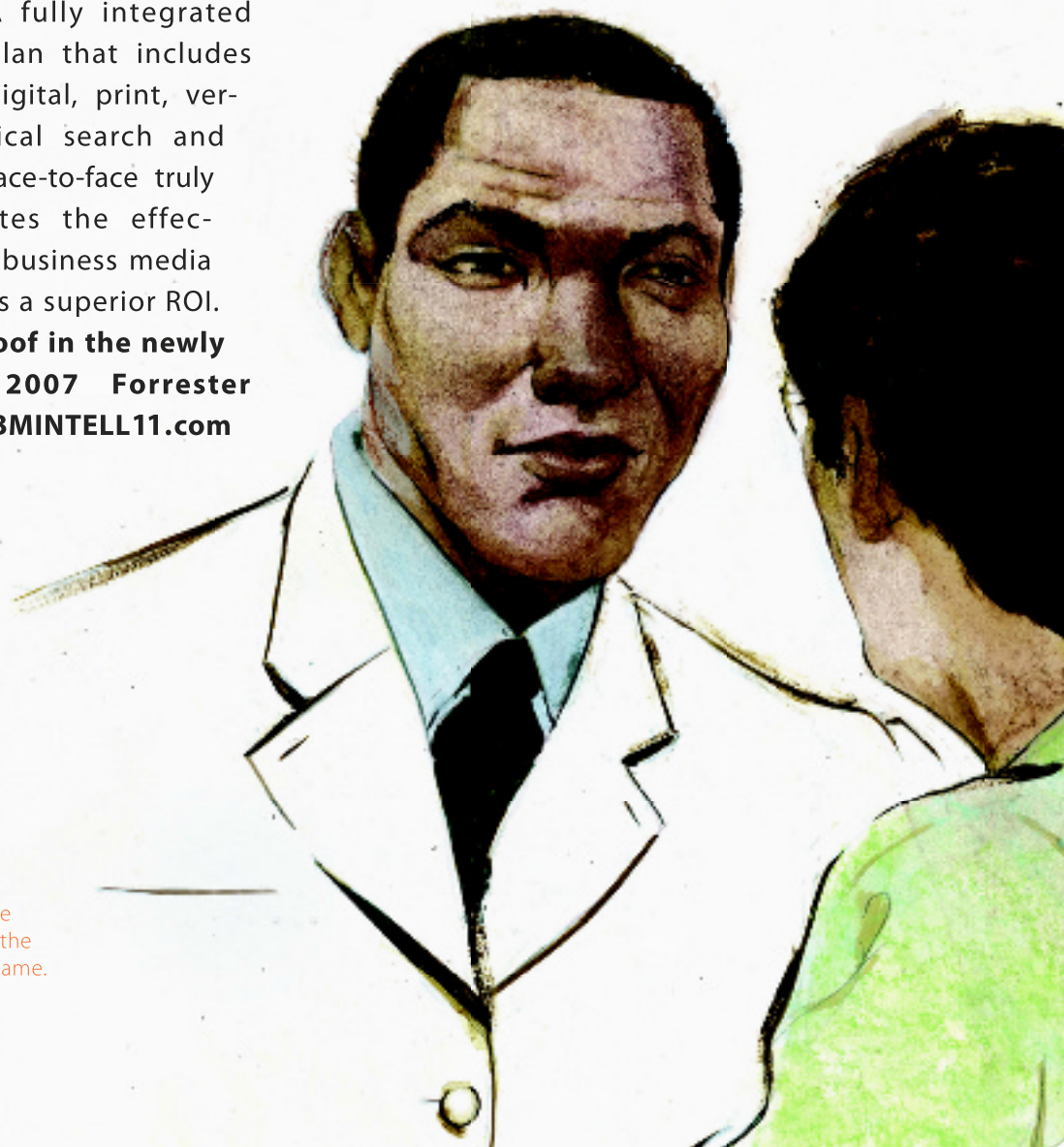
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# Marketers

IT'S BEEN A busy year for Eduardo Conrado, as Motorola Inc. moved to integrate Symbol Technologies and realign its marketing teams around customer segments rather than business units.

With the reorganization complete, Conrado, VP-global business

and technology marketing & communications, now oversees marketing for Motorola's b-to-b operations, which generate \$18 billion in annual revenue.

Conrado said he wants marketing deeply involved with the development teams long before products come to market. He wants a single

brand voice for the b-to-b segments, something he said will be easier to achieve after last year's agency consolidation under Omnicom. And he wants to improve the marketing mix to better reach customers and prospects.

The marketing of high-tech products and services tends to be

event-driven, and that face-to-face time will remain important, Conrado said. But he is giving pre-event marketing, specifically through interactive efforts and direct marketing, a greater role in Motorola's integrated communication program.

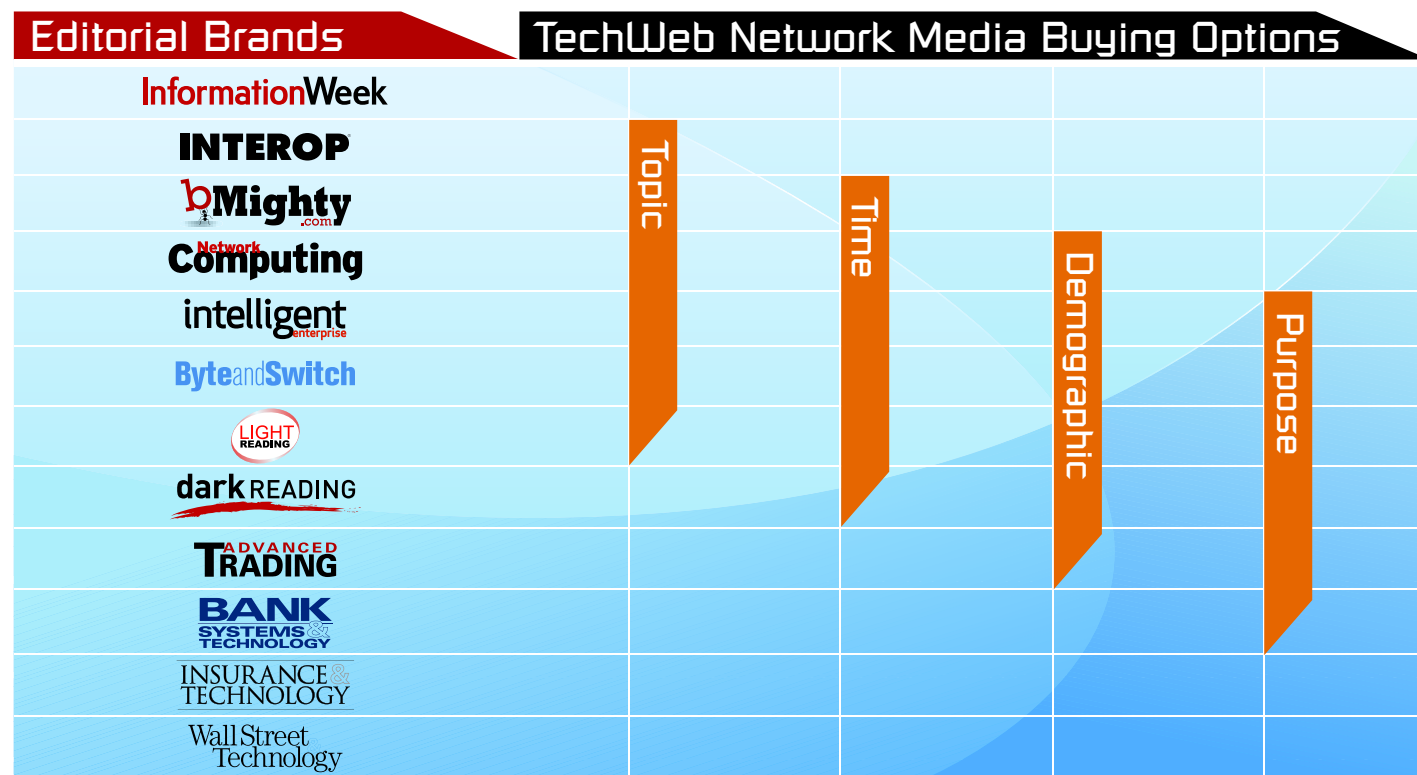
"Technology buyers are going to the Web first," Conrado said. "We're



**Eduardo Conrado**

**Title:** VP-global business and technology marketing & communications  
**Company:** Motorola Inc.  
**Years in current job:** 1  
**Quote:** "It starts with having a clear value proposition to the segment and having campaigns that work very closely with your product marketers."

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putting a heavier emphasis on interactive and direct marketing, having the ability to target the end user with a distinct message. The beauty of interactive and direct marketing is you can track results."

For instance, in creating a plan for its WiMAX wireless technology, Motorola first put a heavy emphasis on technical information, then offered video case studies with more information, and followed that up with white papers.

Next year will bring more of that strategy, he promised, as the company develops other ways to deliver thought leadership campaigns and white papers on new products to prospects before they get a demo.

"It doesn't take the value away from face time, but as people are doing more research, we've got to make it easier for our customers to find product information and white papers," he said. "We can then track where people are going for information and adjust the marketing."

Separately, in developing a marketing program following the acquisition of Symbol, Conrado said the key was to tap into Symbol's brand strength and combine it with the best of Motorola. The "Seamless Mobility" repositioning campaign, from BBDO New York, debuted in the spring.

Before his current position, Conrado was VP-global marketing and communications for Motorola's Networks & Enterprise, a \$13 billion business that included public and private networks, enterprise mobility and services.

—Mary Ellen Podmolik





**BusinessWeek**

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# Marketers

**A**S SENIOR VP-corporate marketing, Laurie Tucker heads up the global marketing operation at FedEx Corp., overseeing branding, advertising, sponsorships, events and marketing communications.

Tucker said this was the biggest year the shipper has ever had in terms of producing advertising and taking each campaign and integrating it across media channels.

After spending billions of dollars in the last three decades to build the FedEx brand, Tucker said the focus this year was to educate customers about its breadth of services, build loyalty and affinity for the brand, and reinforce its commitment to customer service, including an employee marketing program.

Sports marketing remains an important part of the overall marketing strategy for FedEx. "That's where our customers are," Tucker said. "It creates hospitality opportunities" to host customers and build relationships.

The delivery giant ran two TV commercials during Super Bowl XLI and launched a campaign around its sponsorship of the inaugural PGA Tour FedEx Cup. The PGA effort included enabling customers to "walk inside the ropes" with top players. "It's a way to continue to leverage a sponsorship that we've already made a commitment to," Tucker said.

FedEx has also continued its NFL and NASCAR sponsorships, including its NFL Player of the Week promotion in which customers choose the player to be honored.



"There are customers who aren't aware we have the premier LTL [less-than-truckload] operation," Tucker said.

In addition, FedEx soft launched a product late last year called Print Online as part of its Kinko's suite of services and debuted an ad campaign to promote it in March. Customers go online, upload a document and select options, including binding, and then pick up the printed materials at a local FedEx Kinko's or have them shipped to any destination.



**Title:** Senior VP-corporate marketing  
**Company:** FedEx Corp.

**Years in current job:** 7

**Quote:** "I've worked at FedEx for 29 years, and I've been raised here. We were raised on 'Absolutely, positively overnight.'"

"It allows you to do everything you do at a store from your desktop," Tucker said.

FedEx also instituted what it refers to internally as the "Purple Promise" in April.

The promise—"I will make every FedEx experience outstanding"—is a mantra the company asks every employee to live by.

An ad campaign launched this year celebrates corporate citizens at the company who go "above and beyond" in their day-to-day activities. The company produced three spots for TV and three ads for print and a Web site called FedExStories.com, which includes stories from FedEx employees globally.

—C.K.



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# WHAT'S NEXT?

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**Scott Berg**

**Title:** Worldwide media director  
**Company:** Hewlett-Packard Co.  
**Years in current job:** 4  
**Quote:** "We absolutely understand the value of media at HP. It's not considered a cost. It's an asset, because that asset drives sales and revenue."

**T**HIS PAST YEAR, Scott Berg set out to focus on the global digital marketing of Hewlett-Packard Co. With expanded media buys, international brainstorming meetings and an expanded digital presence worldwide, Berg's strategy was to match media power to the constantly growing international buying audience.

"Three years ago, 60% of our revenue came from outside the U.S. Now that's up to 65%," Berg, HP's worldwide media director, said in a phone interview from China, where he was on a business trip. Those international buyers are also predominantly online, so HP boosted its global online spending from 28% of budget in 2006 to 35% this year.

Digital marketing is, of course, not only an international play for HP. In the U.S., online-only campaigns such as last spring's March Madness promotion showcased HP's end-to-end solutions and raised awareness of products from the Personal Systems Group and Printing and Imaging Group. The partnership with Yahoo generated 1.2 billion impressions, with follow-up results showing a positive correlation between the frequency of visits and those visitors' opinion of HP.

"Interactive and digital is really the thing we're looking at first now when it comes to developing a marketing campaign," Berg said. "It's become the primary focus of many of our media buys."

HP also bridged advertising themes between its divisions, as the consumer side's "the computer is personal again" theme crossed to the business side. In March, HP put on the Art of Small Business, an event introducing new products and services, complete with customer success stories and an online business contest, built around HP's commitment to making small business personal.

Another focus for the year that will continue into 2008 is driving efficiency and optimization through the global marketing chain, Berg said.

"The more digital you do, frankly, the more human capital assets it takes to do that," he said. "You either have to make the process much easier or take inefficient costs out of the system."

A global emerging technology and search summit, which Berg called "a significant knowledge exchange," helped HP spread its intellectual capital. More such summits are planned.

Berg said the ongoing challenges and successes—like finally topping Dell as No. 1 PC market share leader—energize him and his team. "It makes us all hungry to stay on top and remain No. 1. At least that's what it's doing for me," he said. —Beth Snyder Bulik

**D**ONALD MACDONALD HAS spent much of this year beating the online marketing drum. From internal emphasis and partner mandates to major ad budget shifts and creative online-only initiatives, marketing at Intel Corp. has become heavily focused on the Web—and will be so from now on.

"We made the decision that we can't just scatter a message out there and hope it hits," MacDonald said.

And so Intel not only shifted 50% of its own marketing budget to online (up from less than 15% two years ago), it also required that marketing partners in its co-operative Intel Inside initiative devote at least 10% of their budgets to online.

With half of Intel's total ad budget spent on partner programs, the decision was a big one—and not altogether popular. It piloted the change at first with 180,000 partners at the 10% level, although next year that required online commitment will jump to 35%.

"We didn't just throw a monkey on their backs and walk away. We provided infrastructure and resources on how to do it," MacDonald said.

"Frankly, the response was mixed. ... (But) three months after the change, on average, people are spending much

more than the 10%."

Intel's own online shift resulted in programs such as Four Days of Dialogue last November. Whereas just a year before, Intel would have rented hotel rooms and asked partners and customers to fly in to see Xeon server processors, instead it put the chip architects online for one hour each day for four days. Customers were invited to log in to ask questions, or simply monitor what others were saying. Intel logged 22,000 unique visitors in just four hours.

"It's much more about dialogue rather than that one-way message," MacDonald said.

"You don't get that immediate or quality of feedback anywhere else."

Already the company has realized great efficiency gains from its 50% shift to online, eliminating about \$750,000 in spending inefficiencies, MacDonald said. He added that he's



**Donald MacDonald**

**Title:** VP-sales and marketing group, general manager-global marketing  
**Company:** Intel Corp.  
**Years in current job:** 4  
**Quote:** "From the CEO on down, we wanted to make sure that marketing was incredibly connected—joined at the hip—to what we do."

also gained a 10% to 20% improvement in effectiveness by being able to switch creative to respond to what's working best.

Add those tangible dollar savings to valuable customer feedback and creative flexibility, and

he's convinced Intel is headed the right way.

"You know that old ad saying about knowing half of your advertising works but which half? I think we're getting much closer to figuring out which half," he said. —B.S.B.

**C**ONNIE WEAVER, EXEC VP-CMO at management and technology consulting company BearingPoint Inc., has spent this year overseeing the launch of a major branding campaign, the first since the company changed its name from KPMG Consulting in 2002. The effort is extensive and includes brand identity, positioning, internal communications, sales tools and an integrated ad campaign.

Weaver and her team kicked off the initiative internally to ensure that BearingPoint management and employees knew—and believed in—the brand's positioning. They will now begin focusing on the external launch.

"The [BearingPoint] name was never given enough meaning to really make it a brand," Weaver said. "Brand strategy has to go all the way to the core of who you are. People have to see it, feel it, believe it and act it in every function across the company. That's what we set out to do."

Starting internally was critical because consulting is a people business, she said. "You have to build that evangelism, so people believe. Otherwise it's just a campaign," she said.

The company has since launched the first piece of its external campaign, canvassing the Washington, D.C., metro area with radio, TV, print and Web advertising in an effort to target government agencies, one of the company's key vertical segments. Executions targeting other segments will follow.



**Connie Weaver**

**Title:** Exec VP-CMO  
**Company:** BearingPoint Inc.  
**Years in current job:** 2.5  
**Quote:** "I'm so impassioned about what we're doing here because marketing is really making a difference. It's gratifying when you can see it at every touch point."

When discussing the elements necessary for a successful branding campaign, Weaver talks about "foundation, air cover and tools."

Foundation, she said, is corporate identity and messaging; air cover is how that message is communicated to the world; and tools empower employees to convey that message in everything they do, using anything from PowerPoint templates to client satisfaction reference programs.

"So many [marketers] when they do a change like this tend to do it more focused on the air cover and messaging and forget the tools," she said.

For instance, consultants working on a proposal from anywhere in the world can visit a centralized "marketplace," where they can access corporate graphics and messaging, as well as rules on how to use the brand.

Focusing on foundation, air cover and tools is a very clientcentric way to think and communicate, Weaver said. "It's not

just about going out and generating leads, it's about making sure you're connected with the business so that when the leads come, the business can capitalize on them."

Weaver said she is thrilled with early results from the campaign, reporting "tremendous" recall from the first wave of advertising this spring. The internal marketing efforts yielded a 95% buy-in, which refers to the percentage of employees who said they are willing to evangelize the brand and believe it will help them in their business.

—Mary E. Morrison

# WHAT'S NEXT?

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## Karen Jones

**Title:** Senior VP-corporate and marketing communications  
**Company:** DHL Express USA  
**Years in current job:** 1 (Jones was previously VP-advertising and promotions)  
**Quote:** "As you look at the new body of [advertising] work we did, we needed to help people understand we are more than just an international shipping company."

**T**HREE YEARS AFTER she built a marketing operation from scratch and launched DHL Express USA's first U.S. ad campaign in 20 years to the tune of \$150 million, Karen Jones, senior VP-corporate marketing and communications, continues to find compelling ways to reach the company's audience.

This year was largely about getting people to engage with the DHL brand and reinforcing the company's breadth of capabilities. "We wanted to remind people of our products, and services and capabilities on top of customer service," Jones said.

DHL continued its sponsorship of Major League Baseball this year, and Jones and her team took advantage of marketing opportunities surrounding the All-Star Game in San Francisco.

"That's a key market for us," she said. "We wanted to own the city, if you will, and there's no better way to get that than the sponsorship with MLB." In addition to the sponsorship, she added mobile, outdoor and guerrilla tactics.

"We tied it to our campaign, which is all about our customer service orientation and the product and service capabilities that we offer," she said.

Three-dimensional branded umbrellas were constructed on the sides of bus stops in San Francisco as a way to say "We've got you covered" to customers.

DHL also created a Tetris-like game called Stack-it, where players can "stack" DHL packages on their mobile screens.

Billboards around the city reinforced DHL's messages, and the company even bought a London-style taxi, repainted it with the DHL logo and drove it around town, offering free rides.

DHL landed at least one piece of new business from the taxi promotion by way of a taxi-riding CEO.

"There was an e-mail that came in about a week later from a gentleman we gave a ride to," Jones said. "He told my team, 'Anyone who was that innovative with marketing should have the opportunity to get my business.' " DHL is now one of the company's shippers.

"It's a real-time payoff for our efforts," Jones said.

Sponsorships have worked so well for DHL that it branched out this year, sponsoring talent agency IMG's Fashion Week, for which it served as the official express shipping and logistics provider.

"The fashion industry is about a \$250 billion industry," Jones said. "We wanted to add something to our sponsorship portfolio that wasn't necessarily sports-related, with a broader appeal. There are a number of women who make decisions or influence shipping decisions these days." —C.K.

**J**effrey Hayzlett, chief business development officer and VP-chairman's office at Eastman Kodak Co., is a *big* guy—he stands 6 feet 4 inches without his signature cowboy boots. He is also a *big* believer in print.

In a world where customers are "TiVoing-out" commercials, marketers need to find a way to get something relevant into customers' hands, and "paper is still a great way to be able to deliver that message," Hayzlett said.

Hayzlett is responsible for corporate and product public relations, communications and public affairs, brand management, corporate sponsorships, market development, and corporate relationships and partnerships.

This print evangelist put in motion a campaign, "Print Is . . .," to communicate to printers and publishers that print is alive and well, and to demonstrate Kodak's commitment to driving demand to its customers' printing presses.

Print ads are augmented by banners, and all advertising drives customers to a Web site ([www.print-ambassador.com](http://www.print-ambassador.com)) to promote print to print specifiers, namely marketers, C-level executives, commercial printers and ad agencies. The site includes ROI case studies, customer testimonials and research on the benefits and uses of print in marketing communications.

Hayzlett said he has big plans for the site to become a significant source of information

on every aspect of print. That includes stressing the value of variable data printing, in which printing is automatically personalized using individual customer data.

The response rate in the two months the campaign has been running has been phenomenal, Hayzlett said. Eighty-one percent of people who visit the site have registered.



## Jeffrey Hayzlett

**Title:** Chief business development officer and VP-chairman's office  
**Company:** Eastman Kodak Co.  
**Years in current job:** One month (Hayzlett joined Kodak in April 2006 as CMO and VP-Graphic Communications Group)  
**Quote:** "We're going to be the biggest ambassador to print since Gutenberg."

"We're not only generating leads for our customers but we're training more people to evangelize print and its effectiveness," he said. "You can make print more relevant than any other medium because it is a narrowcast, one-to-one relationship. With direct mail and variable printing, I can make those messages much more relevant to a person who is ready to receive that message."

In addition to "Print Is . . .," Kodak this year introduced a campaign called "Think Ink" for its new all-in-one inkjet printer.

Hayzlett noted that 80% of the company's revenue comes from 19 product groups that hold a No. 1, No. 2 or No. 3 share in their markets. "Most of these products didn't exist four years ago," he said. —C.K.

**Who is Jeffrey Hayzlett?** An outgoing, magnetic personality. He attracts special attention. Refuses to be ignored. Makes a connection. He is exciting and adventurous. A true trailblazer.





**M**ARCY SHINDER, VP-brand marketing and strategy at American Express OPEN, which caters to the small and midsize business market, spends at least 25% of her work time huddling with small-business owners. Anything less, she said, would prevent her from “unlocking deep insights into what their needs are and what they’re passionate about.”

She’s found that one thing this group is enthusiastic about is networking. “It’s amazing when [they] can get together,” Shinder said. “There’s something electrifying about it.”

AmEx OPEN provides several such networking opportunities. Its Inside the Entrepreneurial Mind, an event series that debuted last year, brings together small-business entrepreneurs. This year, it sponsored two Inside the Entrepreneurial Mind events, one focusing on design and the other on motion pictures.

Both events drew about 250 SMB attendees, Shinder said, adding that “several thousand” people have watched the events online. “The networking aspect is a powerful one,” she said. “We can facilitate a level of connection in a way that more and more [SMB executives] want to participate.”

AmEx has also been a co-sponsor of *The New York Times* Small Business Summit since its inception. More than 550 small-business owners attended the third annual summit, held this month.

Starting in November, OPEN customers will be able to take advantage of the Plum Card, a new AmEx card that offers small and midsize businesses flexible terms, such as the option to defer payment or receive early-pay discounts for most everything they purchase with the



### Marcy Shinder

**Title:** VP-brand marketing and strategy, American Express OPEN

**Company:** American Express Co.

**Years in current job:** 1.5

**Quote:** “You have to tailor your marketing programs so they have a 360-degree approach and stay as close to your customers as possible.”

card. “Customers love this color,” Shinder said.

The Plum Card is in addition to other OPEN products serving the SMB sector. These include OPENForum.com, an online community, and

“OPEN Book: A Practical Guide for Business Growth.” “OPEN Book,” featuring case studies and hands-on examples of how to succeed as a small business” is a direct result of customer insights,” Shinder said.

Attracting small and midsize businesses requires marketers to strike a delicate balance, Shinder said. “Marketing to the SMB is a combination of the emotional and the rational, but you can’t go too far on either side.” she said. “[These businesses] appreciate the emotion and authenticity in communications. At the same time, they don’t have a lot of time and don’t go want to go through too much information. So it’s critical to be clear on what the rational benefit to them is.” —M.S.

**P**ATTI TEMPLE ROCKS, VP-global communications and reputation, has played a key role in helping to redefine Dow Chemical Co.’s approach to marketing.

“We had gotten a little lax with people connecting to the brand,” said Temple Rocks, who spent about 20 years on the agency side, most recently as exec VP at GolinHarris, Chicago, before rejoining Dow in 2006. She started her marketing career at Dow in 1981 in the communications department.

She said that in recent years, Dow may have gotten a bit too preoccupied with market share “rather than shouting our story from the rooftops.”

“At our core, we’re a company of scientists; and the stuff we make helps solve problems, whether it’s becoming more energy-efficient or contributing [materials for] affordable housing,” she said. “We’re taking human needs and marrying them to science.”

The centerpiece of Dow’s marketing efforts is the ongoing “Human Element” campaign, which was developed in early 2006 by Temple Rocks, who was at Golin-

Harris at the time, and senior executives at Foote Cone & Belding. The two agencies worked jointly on the account.

hints. One spot, “The Chemistry of Life,” expands on how Dow uses chemistry to improve life, while the second addresses the issue of climate change.

An existing “Human Element” TV campaign, using dramatic imagery and real people to convey Dow’s commitment to the environment, was expanded this summer to Asia and Europe.

Temple Rocks said the campaign has started to change the way people think about



### Patti Temple Rocks

**Title:** VP-global communications and reputation

**Company:** Dow Chemical Co.

**Years in current job:** 1.5

**Quote:** “We’ll continue to be successful if we manage our brand with the same care and accountability for performance we bring to all the investments our company makes.”

Dow for the better. A study this year by PR agency Ketchum, for example, found that Dow’s overall reputation scores have jumped 10%, with an increase of 100% in awareness and penetration to its target audience.

“These results have moved Dow from the middle of the pack among what we consider to be our peer group companies,” Temple Rocks said. “The ‘Human Element’ campaign is connecting with people emotionally, and the more people know us, the more they like us.” —M.S.

**Jeff is one of BtoB Magazine’s Best Marketers.**

Congratulations, Jeff. We salute you on your achievement.

**Kodak**





## Jon Carnero

**Title:** VP-director, interactive marketing, brand marketing and communications  
**Company:** CIT  
**Years in current job:** 2  
**Quote:** "We're positioning cit.com and our other interactive properties to align with our corporate brand. ... Our offline events are where we leverage our relationship capital, and we drive users online to benefit from our thought capital."

**J**ON CARNERO, VP-director, interactive marketing, brand marketing and communications at global commercial finance company CIT, caught the Web bug while doing graduate work at Columbia University when he helped build an online presence for the Children's Television Workshop, which produces "Sesame Street."

"I was reared in how to craft a Web site in a logical way," said Carnero, who in addition to being responsible for CIT's online branding, marketing and advertising also works on its SEO and SEM campaigns. He's been using his Internet know-how to help CIT "differentiate itself in an undifferentiated market," he said.

The online marketing efforts currently revolve around a campaign called "CIT: Behind the Business," which debuted in April. It features video interviews with business leaders, including fashion guru Marc Ecko, chairman-CEO of Marc Ecko Enterprises, and Kenny Dichter, founder and CEO of Marquis Jet. The interviews, in which Ecko and Dichter discuss how they became CEOs and address business issues in general, also have been uploaded to YouTube.

The campaign includes several print executions in Condé Nast Publications. Four-page advertorials are running in *Condé Nast Portfolio*, *Golf Digest*, *The New Yorker* and *Wired*. The advertorials are intended to drive people to the CIT: Behind the Business Web site, Carnero said.

So far, the campaign has provided solid returns, he said. "We have had very good ROI and strong click-through rates," he said, adding that the campaign has generated nearly 23,000 page views, which has provided a bump to overall site traffic.

"Many of those who come to the site from the Internet, print ads or other sources stay on cit.com to find out more about our business offerings after they watch the 'Behind the Business' videos," he said.

Carnero is now gearing up for a new CIT SEM campaign that will be rolled out next year, in which the company will be using entirely new keywords—the names of senior-level CIT executives throughout the enterprise.

"We need to help drive [online] traffic in a unique way," he said. "Our executives are in a very small, tight-knit field. ... We want to marry our content with our names."

—Matthew Schwartz

**L**AUREN FLAHERTY, who was named CMO of Nortel Networks in May 2006, has been focused on two major objectives over the past 18 months: rebuilding the Nortel brand and growing revenue at the telecommunications company.

No small tasks.

When she joined Nortel after a 26-year-career at IBM Corp., Flaherty faced the challenge of overseeing marketing at a company that had been buffeted by an accounting scandal, executive turnover and brand erosion.

"My priorities were rebuilding the reputation of the company and making sure marketing was tightly tied to the revenue growth objectives," Flaherty said.

To accomplish these goals, she oversaw the launch of an integrated brand campaign in June called "Hyperconnectivity," developed by McCann Worldgroup, San Francisco. The campaign uses print, online and out-of-home advertising. The budget was undisclosed.

The effort seeks to redefine Nortel's role in an increasingly connected world, showing how the company's networking experience, technologies and industry partnerships can help businesses navigate this complex networked environment.

In addition to introducing the global ad campaign, Nortel worked with its sales teams, channel partners and other industry partners in a tightly integrated effort to communicate its new positioning.

"We sat down with our local sales teams around the world and set out objectives, lead targets, volume of leads, value of leads, and mapped out who would do what," Flaherty said.

Nortel also clearly defined the roles its channel part-

ners would play in marketing and sales efforts, bringing them in during the planning stages of the new campaign to discuss co-marketing opportunities, lead qualification, lead follow-up and other issues.

In certain cities, Nortel partnered with telecommunications providers on co-marketing opportunities.

For example, in Chicago it partnered with AT&T to co-host an event on unified communications. In Mexico



## Lauren Flaherty

**Title:** Chief marketing officer  
**Company:** Nortel Networks  
**Years in current job:** 1½  
**Quote:** "We operate very lean and mean, and are savvy about using marketing tools in a very cost-effective and consistent way."

City, it partnered with Teléfonos de México on a joint marketing campaign.

"People talk about integrated marketing, but it really only works with 360 integration across sales, marketing and the channel," Flaherty said. "When you're firing on all those cylinders, you start to see momentum in how the business is moving."

She could not disclose specific results of the campaign, but said that Nortel is beginning to see positive outcomes since the campaign kicked off.

"We're just starting to document the revenue we've been hitting [as a result of the campaign] in the last six weeks, and we are thrilled with the ramp-up in lead volume and revenue," Flaherty said.

—K. M.

**F**OR MIKE PARADISO, VP-global media director at CA, reaching his customers this year has been about the links—links of a more traditional variety.

In March, CA became a title sponsor of the PGA World Golf Championships-CA Championship, a four-day tournament in Miami that drew 49 of the top 50 golfers, including Tiger Woods and Brett Wetterich.

CA has been associated with the PGA for the past few years, but being a title sponsor provides more visibility.

## Mike Paradiso

**Title:** VP-global media director  
**Company:** CA  
**Years in current job:** 3+  
**Quote:** "Fundamentally, I view a successful marketer as someone who understands the buyer, finds the right environment and uses a message that resonates with and serves their customers' needs—all while bringing a level of consistency and understanding of the results."



The sponsorship was augmented by print ads in *Golf Digest* and *The Wall Street Journal*, and the corresponding golf Web sites, as well as TV spots. CA spots that originally ran during the tournament are now appearing on cable TV's Golf Channel.

"It keeps CA top of mind with people who have influence on technology-buying decisions," Paradiso said.

The PGA sponsorship runs till 2010. "This is more than just an offline and online campaign," Paradiso said.

"A sponsorship allows us to get our brand message in an environment that resonates with our target buyers in a business/golf context."

During the tournament, CA sponsored hospitality suites and business roundtables where customers could meet with CA's executive team.

Paradiso said an online survey of 250 randomly chosen IT decision-makers found a 24% increase in overall brand awareness about CA among those who watched the tournament.

Paradiso also pointed out the importance of signage at the golf event. "It's a clean, uncluttered environment for spectators around the globe," he said.

Using a golf tournament as the centerpiece of a branding campaign illustrates the ongoing effort to reach people outside the typical work environment.

"It's still important for marketers to make [their ads] relevant and contextual. That's the key," Paradiso said. "But b-to-b companies do need to approach buyers of their products as if they were consumers. It's a more personal approach."

He added that b-to-b marketing is changing drastically. "You have to understand who your customers are and how they consume media," he said. "As media get more and more fragmented, you have to be consistent with your brand message."

Paradiso has also been instrumental in refining CA's use of paid search keywords.

—M.S.





## Brett Butler

**Title:** Director-global sales and marketing practices  
**Company:** Lexmark International  
**Years in current job:** 1 month (previously director of marketing operations for North America)  
**Quote:** "Accountability equals job security. A lot of us in marketing got into this because we liked witty words and pretty pictures. That's just not good enough anymore."

**C**OLLEAGUES OF Brett Butler sometimes return from business trips complaining that the people sitting next to them on airplanes certainly had heard of Hewlett-Packard and Xerox printers but didn't know much about Lexmark International.

Butler, Lexmark's director-global sales and marketing practices, doesn't care. He's solely focused on the company's target customer base of leading pharmacies, banks and retailers.

For the past five years, marketers at Lexmark have worked along parallel paths, both to reinforce the unique brand message to external customers and to justify increased sales and marketing expenses within the company.

Externally, Lexmark began selling itself as a printing hardware and software solutions provider, not just a printer manufacturer. It segmented the market by industries and established industry-specific, combined sales and marketing teams to call on accounts. The marketing message was differentiated, depending on the client.

That meant more complicated sales calls and higher marketing expenses. So, internally,

Butler found new ways to better measure his team's success and prove that the marketing investment was worth the money.

"We've got that mind-set to measure and that focus on a process that's reliable on the customer side, and we've got the same process internally. That's how you get money from both [internal and external] customers," Butler said. "We've really seen it come together in 2007."

As a result, Butler was promoted from director of marketing operations for North America this fall. Now, his challenge is to repeat the domestic success abroad. At the same time, he's intent on helping create and market individualized products and services for big customers.

But don't expect to see any glossy, generic marketing campaign touting Lexmark's initiative because Butler said he has no interest beyond the 3,000 accounts he's identified in Lexmark's space. He plans to reach many of them through very specific search engine marketing.

"They don't pay off," he said of generalized brand campaigns. "Why would I pay for all those eyeballs that I don't need?"

—M.E.P.

**W**ENDY CLARK, senior VP-advertising at AT&T, oversaw the company's efforts to communicate its brand positioning this year following its merger with BellSouth in December 2006.

For AT&T's b-to-b marketing efforts, this played out in positioning the company from the enterprise space down to the small-business market.

To accomplish this, AT&T extended its brand campaign, "Your World. Delivered," which debuted Dec. 31, 2005, and was developed by GSD&M, Austin, Texas, and Rodgers Townsend, St. Louis. In July, AT&T named BBDO

Clark, page 18



## Wendy Clark

**Title:** Senior VP-advertising  
**Company:** AT&T  
**Years in current job:** 3  
**Quote:** "We definitely see the impact of new media platforms, and we are using them in certain places where they are appropriate for the specific target audience."

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**A**NNE FINUCANE, CMO of Bank of America, faced the challenge of repositioning the company's brand this year.

"A lot has changed over the last several years in terms of our size, business capabilities and global presence," Finucane said.

Over the past four years, for example, Bank of America's customer base has more than doubled, and it has significantly expanded its presence internationally.

"We wanted to be able to communicate our value proposition to the marketplace—to both consumers and business customers," Finucane said.

To do this, she spearheaded a new global ad campaign, with the tagline "Bank of opportunity," designed to convey Bank of America's positioning as a financial institution that understands its customers' needs and can provide services to help them achieve their goals. It was aimed at enterprise customers, small businesses and consumers.

The campaign was developed by a number of Omnicom Group agencies, led by BBDO New York, which handled the creative. The budget was undisclosed.

The "bank of opportunity" positioning was developed based on extensive research with existing customers to find out what they were looking for in a banking partner.

"The idea of opportunity conveys that we can anticipate your needs and can deliver an unparalleled set of

products and solutions," Finucane said.

The campaign broke with a TV spot during the broadcast of the 79th Annual Academy Awards, showing people on a busy street peering into Bank of America's "flagscape" symbol to see how the bank can help them achieve their goals, from buying a home to starting a business.

Print ads were aimed more specifically at business audiences, including small businesses and global corporations, to show how Bank of America provides services to meet their needs.

The campaign also included radio, outdoor and online ads.

As part of the launch, Bank of America sent "brand ambassadors" into the streets in 15 U.S. cities to pass out free cups of coffee and coupons for free coffee to people on their way to work.

Since then, Finucane has overseen other marketing efforts at Bank of America, including the introduction of new products and services for small- and midsize-business customers.

In June, the company rolled out Business 24/7, a suite of products to help small companies better manage their businesses. It includes an online payroll product, which is free for small businesses that pay all of their employees by direct deposit to a Bank of America account.

The company also introduced Franchise Banking, a program designed to support the business growth goals of franchise owners with revenue less than \$20 million. —K.M.



**Anne Finucane**

**Title:** CMO  
**Company:** Bank of America  
**Years in current job:** 1.5  
**Quote:** "We are trying to demonstrate that we anticipate your needs and provide solutions, whether you are a consumer, a small-business customer or a large corporate client."



**Courtney Gibbons**

**Title:** Senior VP-group head, global brand strategy and development  
**Company:** MasterCard Worldwide  
**Years in current job:** 1+  
**Quote:** "As we look to deliver faster and more convenient forms of payment, we're changing the way our communications are conducted."

**C**COURTNEY GIBBONS, SENIOR VP-group head, global brand strategy and development at MasterCard Worldwide, spent nearly a decade at the company specializing in consumer marketing. But when the company went public last year, Gibbons was put in charge of its b-to-b marketing.

Soon after the company rechristened itself MasterCard Worldwide, from MasterCard, in June 2006, Gibbons started to develop a new b-to-b campaign, "The Heart of Commerce." It debuted in September 2006.

"We wanted to articulate our processing capabilities, advisory arm and our product innovations," Gibbons said.

The campaign, which is ongoing, has run the media gamut, including ads in print (*American*

*Banker*, *Financial Times* and *The Wall Street Journal*); online (FT.com, Reuters.com and Street.com) and on cable TV (CNBC, CNN and MSNBC).

The TV spots capture the spirit of the campaign. One spot, titled "Just a Piece of Plastic," opens with a neat, blue stream emerging from a wallet. The stream cuts an animated path through what might be called a global village. A voice-over says: "It's just a piece of plastic that lives in your wallet that pays for stuff like apples, and string, and trains, and factories, and forests and things."

The voice-over goes on to say that the card "helps makes business revolve around the world" and gives businesses "what they need on a millisecond by millisecond basis."

Gibbons said the commercial communicates how "elastic" MasterCard is for business executives. "It speaks to all the different benefits of the company, whether security measures or our database of information," she said. "We needed to rearticulate everything we have to offer. Business partners saw MasterCard as a consumer company and didn't recognize we have a full [unit] that focuses on [business] advisory services."

Another iteration of the campaign that Gibbons helped develop is Knowledge Leadership, a series of reports on business and financial issues distributed through webinars and podcasts. —M.S.

## Clark

Continued from page 17

New York as lead agency on its estimated \$3.34 billion account.

BBDO developed extensions of the campaign, including "Your Seamless World," featuring AT&T's mobility solutions, and "The Internet Can't Hide Anymore," promoting the AT&T Laptop Connect card.

"What we've done a pretty good job at is bringing the notion of 'Your World' to light," Clark said. "It is so

colored by where you sit. In the enterprise space, it is about global networking, mobility and collaboration."

One of AT&T's core audiences in the enterprise segment is CIOs. To reach them, it used a combination of TV, print, online and events, including a series of CIO forums that featured thought leadership content.

Another important audience for AT&T this year was the small and midsize business (SMB) market.

"If you're a small-business owner, your world looks very different," Clark said. "Mobility has a huge im-

act on anytime, anywhere access to data and running your business."

To reach the SMB segment, AT&T launched [www.att.com/OnwardSmallBiz](http://www.att.com/OnwardSmallBiz), an online resource for small businesses, featuring webinars, case studies, best practices and discussion forums.

"This is a place where small-business owners can get together and collaborate, talk about being a small-business owner and share best practices," Clark said.

AT&T also ran print ads targeting small businesses, including a "David

v. Goliath" themed ad that showed how small businesses can slay the giants in their industries.

Clark said exploring new media and Web 2.0 applications was another important focus for AT&T this year.

"We've done a tremendous amount of study on Web 2.0. It has really informed the online small-business site with the notion of networking. We're moving into the realm of community, and we connect that with our products. Wireless is all about community—anywhere, anytime access." —K.M.



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IT'S NO SURPRISE that food equipment manufacturer Hobart Corp.'s most recent branding campaign, introduced in January, made an emotional appeal to the company's audience of decision-makers at foodservice companies. Before joining Hobart two years ago, Sarah Puls, who oversaw the campaign, had spent her career in consumer marketing at companies such as Brandstorm, Evenflo Co. and Whirlpool Corp.

Drawing on that experience, Puls set out to appeal to Hobart's customers and prospects as people, not just businesspeople. "I had this belief, and still have this belief, that we don't turn our emotions on or off when we arrive at work," Puls said. "A b-to-b company can speak to its end-user customers very much like a consumer products company does if they have the right depth of insights."

To get that in-depth understanding of its customers, Hobart hired a research company that typically focuses on consumers. Instead of relying on the usual focus groups, the company, BrandTrust, conducted one-on-one interviews and used a unique line of questioning, Puls said.

In the past, Hobart's marketing efforts had been very product- and Hobart-oriented, Puls said. "What we learned in our research was that that was pretty much the exact opposite of how we needed to be communicating with our customers," she said.

This year's branding campaign—which was created by Hobart agency HSR Business to Business and includes print ads, direct marketing, collateral and an overhauled Web site—focuses less on equipment features and more on fulfilling customers' missions and relating to their experience of preparing and serving food.



## Sarah Puls

**Title:** VP-brand marketing  
**Company:** Hobart Corp.  
**Years in current job:** 2  
**Quote:** "Don't be afraid to apply some of the more sophisticated consumer research tools to uncover much deeper emotional insights about end-user customers."

"[B-to-b marketers] want to inundate end-user customers with a lot of detailed technical product feature and benefit information, but I really think it's beneficial to go the extra step to help them put that in the right context," Puls said. "We want to make that information available, but not have every communication include all of that detail."

For instance, print advertising delivers the message that Hobart can help customers achieve the emotional objective of making people who eat at their establishments happy, Puls said. "That's what they're all about, and our approach is now to connect our brand with enabling those experiences to happen," she said.

Hobart's campaign has resonated with its target audience, according to HSR, consistently scoring above average in "recall seeing" and "recall reading" in nearly all third-party readership studies.

—Mary E. Morrison

MICHAEL MAC DONALD, corporate senior VP and president of marketing operations at Xerox Corp., harnessed advertising, global communications and aggressive online efforts to raise awareness of the Xerox brand this year.

"We really pushed the creative envelope and media integration," Mac Donald said.

A big part of this effort was through a series of ad campaigns, developed by Y&R New York, promoting Xerox's color products and global services to business customers. Its "Color" campaign, which first debuted two years ago, was extended to show how Xerox color printers and other products are affordable to businesses of any size.

The effort, using TV, print, outdoor and online, included a Web site at [www.frugalcolor.com](http://www.frugalcolor.com), featuring cost-saving tips and printing ideas for businesses. The campaign resulted in a 42% lift in perception of Xerox as a provider of affordable office color printers and a 10% lift in purchase intent.

Also, the average time spent on the [www.frugalcolor.com](http://www.frugalcolor.com) Web site was 5.5 minutes.

Another campaign, launched in February, positioned Xerox Global Services as the premier consulting and outsourcing partner for businesses' document management needs. It was aimed at C-level decision-makers and IT executives.

One ad, titled "We Find Millions," showed how Xerox has helped companies such as Owens Corning and InterContinental Hotels realize millions of dollars in cost savings through its document assessment services.

Another ad, titled "We Retrieve," showed how Xerox helps companies like JPMorgan Chase & Co. and Enterprise Rent-A-Car Co. search, retrieve and manage such things as accounting and HR documents or legal

contracts.

The global services campaign resulted in a 15% to 20% lift in awareness of Xerox as a provider of document management solutions and a 15% lift in purchase consideration.

Xerox also explored some unique media placements this year to raise brand awareness and tout its services.

To promote its color printing products, it partnered with *Wired* on user-generated custom covers, targeting 5,000 of the magazine's subscribers, who could send in photos and receive an issue with their color picture on the cover, printed by Xerox.



## Michael Mac Donald

**Title:** Corporate senior VP and president of marketing operations  
**Company:** Xerox Corp.  
**Years in current job:** 3  
**Quote:** "We really tried to get out there in the market and show people we are a global services provider."

Xerox also expanded its online marketing efforts this year, including a new customer support service based on Sentinel Software that monitors online customer experiences in real time.

It is also doing more predictive modeling tied to online behavior, so it can better target online communications with customers.

In addition to online marketing, Xerox used sponsorships, PR and events, such as a seminar series on network security solutions.

—K.M.

## 'Missing The Target (Entirely)' Marketing Scenario #105

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# Marketers

**T**ERESA POGGENPOHL admits she felt antsy.

Accenture's "high performance" ad campaign featuring Tiger Woods had been around since 2003, and Poggenpohl, executive director-global image, thought there was a bigger story to tell. So Poggenpohl,

then executive director-global advertising and brand management, had her staff dig into Accenture's three-year research program to see just how many companies had been analyzed and what makes a high-performing business tick.

The answers—6,000 companies studied and a wealth of performance

data gathered—prompted Poggenpohl to update the Woods' campaign, putting the legendary golfer more in the background and the company's research and experience front and center. The integrated campaign, which debuted in 23 countries last fall, replaced the old tagline, "Be a tiger," with "We know what it

takes to be a tiger." Ads directed people to the company's Web site for information about its research.

Since the campaign's launch, traffic to the site is up at least 20% from a year earlier, and page views on the "high performance" section have more than doubled.

"I thought we were not getting



**Teresa Poggenpohl**

**Title:** Executive director-global image

**Company:** Accenture

**Years in current job:** 1 month (formerly executive director-global advertising and brand management)

**Quote:** "It's important to get your mind around the services we sell."



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the credit in the marketplace for this big thing we did," said Poggenpohl, who has been with Accenture since 1986. "We're now viewed as a thought leader of a really, really high ilk. Not only can we tell you what the secret sauce is, we can guide you on that journey to be a high performer."

Meanwhile, the \$19 billion global management consulting, technology services and outsourcing company is continuing its branding as an innovative, collaborative business by doing more podcasts and placing thought leadership articles in publications such as *BusinessWeek*, *The Economist*, *Forbes* and *Fortune*.

Poggenpohl also is continuing to roll out the Accenture Interactive Network. The first wall-sized, interactive touch screen (reminiscent of the Tom Cruise movie "Minority Report") was installed in Chicago's O'Hare International Airport in May 2006. The screen delivers news, weather and information about Accenture.

A second screen was installed in June in New York's Kennedy International Airport and another will be placed in an as-yet unspecified city in India next year, primarily to help with Accenture's recruitment efforts.

Accenture has been advertising in airports since 1994. Poggenpohl said she likes the touch screen strategy because it advances the brand concept in a different way than a static poster.

"It makes them think of us in a different way," she said. "We know how people are interacting with the information, the volume of traffic. But for us, it's largely qualitative. My job is to drive the Accenture brand in the marketplace." —M.E.P.





## Susan Bostrom

**Title:** Senior VP-CMO and worldwide government affairs

**Company:** Cisco

**Years in current job:** almost 2

**Quote:** "We're finding that customers don't want to be interrupted anymore. They want to be engaged—when and where they want."

monthly traffic increased 22% after the redesign.

Cisco's virtual meeting technology, TelePresence, is a prime example of the new Web and has been the focus of several TV spots and print ads. "We found it was a perfect proof point for the Human Network about what is possible," Bostrom said.

Cisco launched a Human Network microsite showcasing the empowerment ads, along with dozens of videos showing individual stories of the network in action. The site also gives visitors an opportunity to share their own experiences. The company also set up a Wikipedia entry to allow others to weigh in on

the meaning of human network.

"Essentially we had the human network build the definition of the human network," Bostrom said.

Bostrom said that since joining Cisco, she's been surprised at the level of comments and advice she's received from employees and customers regarding the company's marketing.

"At first I thought it was just that everyone thinks they can do advertising, right? But actually it's deeper than that," she said. "[Marketing] is a reflection of the company you work for, where you spend so much of your time and energy. When done right, it's a reflection of [employees] and how they do their jobs." —B.S.B.

**W**HEN SUE Bostrom became CMO in January 2006, Cisco's core market was going through a major transition. The networked world was quickly moving from simply getting everyone online to a Web 2.0 era of collaboration and community.

While it was clear that Cisco, as a network equipment and service leader, would play a huge role in the evolving online world, Bostrom's marketing challenge was to show just what that role would, and could, be.

Enter the "Human Network." The overarching marketing theme introduced last fall was designed not only to appeal to a new technology audience but also the already engaged tech audience and decision-makers who were also end-users.

"Much of the new Web is about the end user," Bostrom said. "The great thing about today is the end users are willing to be engaged. So the opportunity for companies is: How do you engage them?"

For Cisco, the path to better engagement began with a logo overhaul (dropping "Systems" and modernizing the bridge graphic) and a Web site redesign. At Cisco.com, new customer forums, short-form videos and other Web 2.0 features were added, as well as translated into 70 languages, to reflect the overall network movement. The site's

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# BTOB'S BEST

# Brands

**O**UR FOURTH annual Top Brands report features companies that know how to cut through an increasingly cluttered media environment.

American Express, Bank of America, Cisco Systems, FedEx Corp., General Electric Co., Google, Hewlett-Packard Co., Microsoft Corp. and UPS return engagements this year, a testament to their tremendous staying power in a crowded marketplace. They're joined on this year's list by Research in Motion's BlackBerry.

The top brands were selected by *BtoB's* editorial staff based in part on CoreBrand's brand equity ranking and Interbrand/*BusinessWeek's* global brand valuations. The editors also factored in the brands' prominence in both the b-to-b marketplace and media in the past year.



GREGORY



RIES



ROTH

## EXPERTS

We asked a trio of branding experts to comment on the strengths and challenges of each of our top 10 brands. Comments from Jim Gregory, CEO of CoreBrand; Laura Ries, president of Ries & Ries; and Hayes Roth, VP-marketing at Landor Associates, can be found in the boxes accompanying each brand profile.

Notes: 2006 advertising figures compiled from TNS Media Intelligence. Second-quarter brand value figures and rankings among b-to-b companies were provided by CoreBrand. The numbers provided by CoreBrand in the Expert Insight columns are derived from brand equity dollar value, which expresses the corporate brand's contribution to the company's overall market capitalization in dollars.

It may give new meaning to the term "plum deal."

American Express OPEN, which specifically caters to small-business owners, introduced the Plum Card at the *Inc.* 500 Conference in September. The card, which will be available in early November, will provide small and midsize businesses with flexible trade terms, such as the option to defer payment or receive early pay discounts for most everything they



purchase using the card.

"We thought the SMB deserved its own color, which connotes positive attributes, as in, 'That's a plum deal,'" said Marcy Shinder, VP-brand strategy for American Express OPEN. "We have to look at our brand much more than what we advertise and [need to also look at] what our customers are experiencing."

In addition to favorable trade terms, the Plum Card will also give cardholders a choice of when they want to receive their billing statement; provide for automatic savings at select travel and

service outlets, such as FedEx Kinko's and Hyatt Hotels; and offer retail and travel protections.

The Plum Card follows the introduction this summer of OPENForum.com, an online community for the SMB sector, and the hard copy "OPEN Book: A Practical Guide for Business Growth."

"We need deep content across all areas," Shinder said. "We hear from business owners that there is so much online about how to run a business that we thought it made sense to create a reference guide that could have some shelf life. Customers can pick it off the shelf and read about branding, how to sell better, how to advertise on a shoestring."

"OPEN Book" also includes profiles of small-business owners, who share their war stories about how they were able to overcome certain business obstacles.

"With the OPEN campaign, AmEx is the master SMB marketer in America," said Rick Segal, CEO of ad agency HSR Business to Business. "It's not afraid to put up the kind of marcom dollars required to play a provocative anthem to a market segment this large and monolithic."

He added that through its OPEN efforts, American Express provides a model for other b-to-b marketers grappling with how to reach the SMB. "In the SMB space you have to be close to the ground, exceptional in relationship marketing tools and likewise best at what I call 'alliance marketing,' which is finding ways to extend the reach from one SMB to another."

—Matthew Schwartz

## Bank of America

**Headquarters:** Charlotte, N.C.  
**Brand established:** 1923  
**2006 advertising:** \$234 million  
**2007 Interbrand/*BusinessWeek* ranking:** Not ranked in top 100  
**Brand value:** \$23 billion  
**CoreBrand ranking:** No. 13

### EXPERT INSIGHT

#### STRENGTHS:

**Ries:** More branches, more ATMs, more customers. And the new, all-red logo is fantastic; on the street it separates the company from Citi.

#### CHALLENGES:

**Roth:** The current credit market meltdown will likely impact BofA's ability to fully implement its brand vision worldwide.

**B**ANK OF AMERICA grabbed a piece of the spotlight during February's Academy Awards telecast when it introduced its new brand positioning.

After four years, the banking giant stepped away from its "Higher Standards" campaign, a highly successful effort internally and in the marketplace, and redefined itself as the "bank of opportunity."

Why mess with success?

It was years after Enron and other corporate scandals and time to advance the discussion, said Anne Saunders, brand and advertising executive at the company. As Bank of America moves from an acquisition strategy to trying to engineer more business from its existing customer base, it decided it needed to create a more emotional connection with customers.

"As the reputation of the bank continues to

## American Express

**Headquarters:** New York  
**Brand established:** 1850  
**2006 advertising:** \$534 million  
**2007 Interbrand/*BusinessWeek* ranking:** No. 15  
**Brand value:** \$14 billion  
**CoreBrand ranking:** No. 25

### EXPERT INSIGHT

#### STRENGTHS:

**Roth:** American Express continues to find ways to keep its brand relevant through new offerings and innovative partnerships (e.g., the National Trust, Gucci, Ferragamo). Adding Beyoncé to its stable of iconoclastic spokespersons will keep AmEx connected to younger, upwardly affluent targets.

**Gregory:** American Express is trimming the fat, while maintaining and expanding its core divisions. This has resulted in a strong growth of brand equity over the past couple of years—19.17% in 2007, up from 17.25% in 2002. By focusing on its primary divisions, American Express will be able to solidify its core brand assets before risking more expansion.

#### CHALLENGES:

**Ries:** Its high commission rates are eroding the support of retailers. When Visa is everywhere you want to be, it is harder to justify needing an American Express card.

**Gregory:** With MasterCard already public, and Visa planning to go public, American Express will be challenged for market share and future growth potential.

## OPPORTUNITY

...It's everywhere when you know where to look.

Bank of America  
 ...It's everywhere when you know where to look.



solidify, we thought it was important to think through the brand's promise, what we were delivering to our customers," Saunders said.

She added: "What's more important than your money and, ultimately, what the money

BofA, page 24





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## BlackBerry

**Headquarters:** Waterloo, Ontario  
**Brand established:** 1984  
**2006 advertising:** \$17 million  
**2007 Interbrand/BusinessWeek ranking:** Not ranked in top 100  
**Brand value:** N/A  
**CoreBrand ranking:** N/A

### EXPERT INSIGHT

#### STRENGTHS:

**Roth:** Now the ubiquitous tool of business around the world (it has achieved verb status, as in "to BlackBerry"), Research in Motion has kept its BlackBerry brand at the forefront of personal professional electronic communications by expanding its global penetration and introducing innovative new models that appeal to business and nonbusiness users alike.

**Ries:** BlackBerry is the real thing of corporate wireless e-mail. As the inventor and leader, they are well-positioned in the category to continue to grow.

#### CHALLENGES:

**Gregory:** With the recent release of the cult phenomenon iPhone, BlackBerry might have found a market adversary. It will be interesting to see just how many consumers buy into the innovative look and style of the iPhone over the reliability of the BlackBerry.

**Ries:** BlackBerry could fall into the Dell trap by losing its corporate focus and going after consumers with more fashionable products.

more consumers, Research in Motion can further distinguish itself throughout the business market, said Alan Siegel, chairman-CEO of branding agency Siegel+Gale.

"For serious business users, [BlackBerry] is the standard," he said. "It's a compelling value proposition because it covers e-mail, the Web and the phone. It's easy to use, and it's sturdy."

Siegel added that BlackBerry also plays into business executives' craving for a few simple applications rather than all the bells and whistles associated with the iPhone. "A lot of technology companies are not good marketers but make good products. People want durability and [BlackBerry] has delivered that," he said.

Lippincott's Singer insisted that with heightened competition, BlackBerry can't afford to sit still. "The challenge is Apple, which is going to put some marketing muscle [behind the iPhone]," he said. "So what does that mean for BlackBerry? Apple is an extension of personality, whereas BlackBerry is more like a wrench. They've got a lot of work to do."

—M.S.

**C**ISCO CONTINUES TO plug its brand by focusing on the human side of networking.

"Instead of being a product player with the 'Powered by Cisco' campaign, we're trying to position Cisco to be a platform for your life experience," said Marilyn Mersereau, VP-corporate marketing at Cisco, alluding to Cisco's previous branding campaign that focused on its technology.

In contrast, the "Welcome to the Human Network" campaign, which debuted in October 2006, is intended to educate enterprise companies, the SMB market and consumers about the ways Cisco makes it easier for people to connect with one another via the Web.

The campaign includes a microsite and features several print ads. One print ad touts TelePresence, a teleconferencing tool that combines audio, high-definition video and interactivity. The ad, "Summit Meeting," pictures six executives seemingly having a meeting together. But the three executives on the far side of the table are patched in from points far distant. "Welcome to TelePresence," reads the ad. "Where being here is being there. And a meeting in Boston is a meeting in Shanghai is a meeting in Berlin. Introducing TelePresence. Real life. Life-size. In real time."

The first phase of the campaign included ads in publications such as *The New York Times* and *The Wall Street Journal*. The second and current phase forgoes print in favor of online (with ads running on sites such as BusinessWeek.com and Forbes.com) and network TV spots, Mersereau said. The TV spots are augmented by product placements in such popular programs as "24" and "The Office."

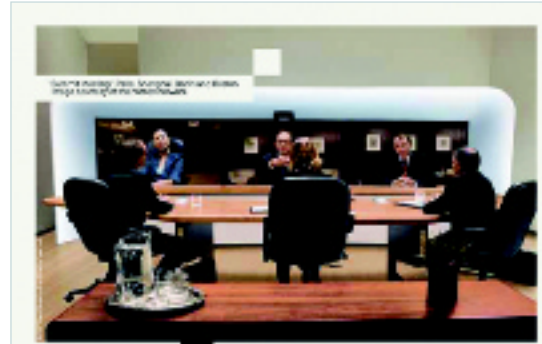
Bill Hebel, senior VP-media director of b-to-b ad agency Slack Barshinger, Chicago, said Cisco is taking the lead among technology companies that want to humanize their marketing message.

"Buyers are going to assume you have wonderful technology, so how are you going to differentiate yourself? By making [ad campaigns] more personal and more emotional," he said. "It's a lot easier to talk people stories than technology stories."

Heather MacPherson, managing director of Ogilvy & Mather, Los Angeles, Cisco's ad agency, said the "Welcome to the Human Network" campaign speaks to the ongoing blurring of the distinction between work and play.

"These issues are creeping into the business domain," she said. "The ideas in the campaign make sense in a world that's no longer about getting into the office at nine and leaving at five. People don't work that way anymore."

—M.S.



Welcome to TelePresence. Where being here is being there. And a meeting in Boston is a meeting in Shanghai is a meeting in Berlin. Introducing TelePresence. Real life. Life-size. In real time. Welcome to a place where you can always meet face-to-face, no matter where you are. See the big picture at [cisco.com/telepresence](http://cisco.com/telepresence).

welcome to the human network **CISCO**

## Cisco Systems

**Headquarters:** San Jose, Calif.  
**Brand established:** 1984  
**2006 advertising:** \$70 million  
**2007 Interbrand/BusinessWeek ranking:** No. 18  
**Brand value:** \$18 billion  
**CoreBrand ranking:** No. 19

### EXPERT INSIGHT

#### STRENGTHS:

**Gregory:** Cisco is back on the acquisition trail and appears to be preparing to expand into new markets and business domains. The small decline in brand equity during the past year—10.61% in 2006 to 10.21% in 2007—is partly due to the increase of financial drivers in the share price.

**Roth:** Cisco has managed its acquisitions carefully, increasing brand presence through such visible, in-home and in-office products as Scientific Atlantic (cable boxes) and Linksys wireless systems. The corporate focus on delivering superior end-to-end customer experience bodes well for enhancing Cisco's brand strength from the boardroom to the bedroom.

#### CHALLENGES:

**Ries:** Keeping its fingers crossed that a new competitor doesn't enter the market with a new technology to knock Cisco off the block.

## BofA

Continued from page 23

provides you. That's the customer insight we're tapping into."

The integrated campaign, developed by BBDO New York, is the largest to date for the company. The ads, particularly the TV spots, show the emotional connection between people, their money and their dreams. It's not often that a bank's marketing is so warm and fuzzy, but branding experts say it works.

"The 'opportunity' campaign is very aspirational and uplifting; and it's executed very well, and it's very integrated," said branding

consultant Lynn Upshaw. "It's saying an older message in a new way."

Separately, the bank significantly expanded its sports marketing efforts. It already was a sponsor of the U.S. Olympic Committee and has been the "official bank of baseball" since 2004. It's now also the official bank of the National Football League under a three-year deal.

Bank of America also inked a five-year agreement to become the official bank of NASCAR. The partnership will enable the bank to run racing-themed promotions, attract hospitality events and rewards programs for both customers and employees, all with the intent of building loyalty.

"Part of what is nifty about getting to know your customers is an ability to connect them to things they have passion for," Saunders said. "There is no reason that banking doesn't have to be fun."

"They're trying to position themselves as the leading bank in the United States, and their communication certainly has that tone," said Tim Calkins, a branding consultant and marketing professor at Northwestern University's Kellogg School of Management. "The challenge for them is: Does it differentiate themselves enough in the market. How do they own that concept of opportunity?"

—Mary Ellen Podmolik



**G**LOBAL SHIPPING company FedEx Corp. had two brand priorities this year: Better communicate its full bundle of shipping and communications services to business audiences and use fully integrated marketing to tell its story.

"We really wanted to get away from advertising single businesses, such as express shipping or ground shipping," said Steve Pacheco, director of advertising at FedEx. "We wanted to show more situations where folks used a variety of our services."

One of its most notable campaigns was "No More All Nighters," an integrated effort that broke in March, promoting FedEx Kinko's online printing services to small businesses.

The campaign, developed by BBDO New York and Atmosphere BBDO, New York, used TV, print, online, in-store and guerrilla marketing. The budget was undisclosed.

"We took a common theme—people staying up all night to get a presentation done for the next day—and showed how the FedEx team is solving problems for small-business people," said George Frangos, senior account director at BBDO New York.

The campaign used innovative marketing strategies to reach businesspeople on their way to work, such as installations of office desks with workers pretending to be asleep on them in New York's Central Park and Grand Central Station.

The campaign resulted in a 20% increase in traffic to the FedEx Kinko's Web site in the first 90 days of the effort.

"The partnership with Kinko's is a really smart move for FedEx," said Andy Bateman, CEO of Interbrand New York. "It line-extends their brand without diluting it whatsoever."

He said the challenge for delivery companies, including FedEx, is to continue to move into more value-added businesses, such as logistics management and supply chain services, as package delivery becomes commoditized.

FedEx also made heavy use of sports marketing sponsorships and advertising this year to reach C-level decision-makers and small-business people.

FedEx sponsored the FedEx Cup, a new PGA Tour event, continued its sponsorship of the NFL and NASCAR, and debuted two TV spots during Super Bowl XLI.

Its NASCAR sponsorship included an integrated marketing effort featuring race car driver Denny Hamlin. The campaign, called "Letters to Denny," let users ask Hamlin questions through texting or going online.

—Kate Maddox



**Headquarters:** Memphis, Tenn.  
**Brand established:** 1971  
**2006 advertising:** \$146 million  
**2007 Interbrand/BusinessWeek ranking:** Not ranked in top 100  
**Brand value:** \$7 billion  
**CoreBrand ranking:** No. 57

**EXPERT INSIGHT**  
**STRENGTHS:**

**Ries:** As the pioneer of the overnight deluxe business, it still retains the perception of being high-end and better than the competition, especially in overnight.

**CHALLENGES:**

**Ries:** FedEx hasn't been able to replace the "overnight" idea with anything powerful enough. "Relax, it's FedEx" isn't exactly the same as "When it absolutely, positively has to be there overnight."

**G**OOGLE TRENDS allows Google users to see how frequently topics they have entered have been searched by other users.

Google Gadget Ads is a new format that lets marketers distribute ads that look and act like mini Web sites. YouTube InVideo Ads are Flash-based ad overlays on YouTube videos that forsake preroll for a clickable text scroll. Google AdSense for Mobile is an extension of Google's text-based search ad program for mobile devices. Google Print Ads lets advertisers create newspaper ads for a network of 450 newspapers.

Deep breath.

The number of new products Google has recently rolled out is staggering.

Barely a month goes by without Google introducing a new product that, regardless of its application, is ultimately designed to bring buyers and sellers together online.

The company has also been in an acquisitive mode. It reached an agreement in April to buy online ad company DoubleClick from two private equity firms for \$3.1 billion in cash, an amount almost double the

\$1.65 billion in stock that Google paid for video site YouTube late last year.

And while the company makes its money almost entirely from advertising, it's rare to find it running ads in media trades touting its various services.

"We don't spend a lot of time, money or effort on branding," said Devin Ivester, creative director at Google. "The way we build our brand is through building great products. Our focus is on the user, and that's what we're known for."

Media buyers and marketing experts agree.

"Its whole essence is brand," said Chris Philip, chief experience officer at b-to-b ad agency Doremus. "[Google] has created an environment of innovation, thinking and creativity, and that translates to product. . . . They so firmly believe in their own culture that it becomes viral."

Jonah Berger, assistant professor of marketing at the Wharton School at the University of Pennsylvania, said: "Google has smart people making smart products, and that's part and parcel of its brand equity."

—M.S.



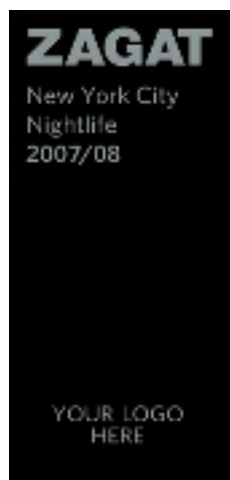
**Headquarters:** Mountain View, Calif.  
**Brand established:** 1998  
**2006 advertising:** \$21 million  
**2007 Interbrand/BusinessWeek ranking:** No. 20  
**Brand value:** \$20 billion  
**CoreBrand ranking:** No. 16

**EXPERT INSIGHT**  
**STRENGTHS:**

**Gregory:** With its recent purchase of YouTube and plans to purchase DoubleClick and Postini, Google has been keeping one step ahead of its competitors. The numbers show that Google's corporate brand, valued at \$20.08 billion in 2007, just keeps on growing with no end in sight.

**CHALLENGES:**

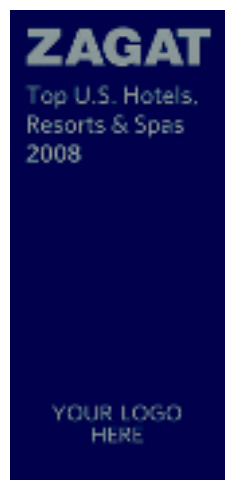
**Ries:** Getting into everything could be the Achilles' heel of Google. It risks spreading itself too thin and becoming weak and bloated.



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# Brands



## GE

**Headquarters:** Fairfield, Conn.  
**Brand established:** 1892  
**2006 advertising:** \$1.1 billion  
**2007 Interbrand/BusinessWeek ranking:** No. 4  
**Brand value:** \$72 billion  
**CoreBrand ranking:** No. 2

### EXPERT INSIGHT

#### STRENGTHS:

**Roth:** "Ecomagination" has caught the imagination of customers and consumers alike. GE is one of the few global brands, besides BP, Starbucks and Toyota, that has successfully positioned itself as a credible, eco-sensitive company. This is a big promise with dramatically increasing relevance to customers worldwide.

#### CHALLENGES:

**Ries:** GE's strengths lie with yesterday's products. The GE name is not as effective on tomorrow's technologies like computers and software.

phase of its "Ecomagination" campaign, developed by BBDO New York. The campaign originated in May 2005.

This year's integrated effort included TV, print, online and outdoor ads. The budget was undisclosed.

"Many of the problems in the world today can be seen from an ecological standpoint, having to do with limited resources such as water and fossil fuel," said Don Schneider, executive creative director at BBDO New York. "One free resource is imagination—if we can harness that, we can come up with a new resource called 'Ecomagination.'"

The ad campaign featured broad environmental messages as well as ads promoting specific GE products, such as wind energy and water desalination equipment, as well as clean coal services.

"Ecomagination is a very smart move for GE and a very clear signal to the market that GE is very serious about its responsibilities to the environment—and that drives brand strength," said Andy Bateman, CEO of Interbrand New York.

However, Bateman added, "Environmentalism is a double-edge sword. Increasingly, the government is asking questions about your carbon footprint and how real your environmental policies are. Companies like GE are challenged to do the right thing, but they need to make sure that what they're doing to minimize their impact on the world is significant."

GE also rolled out several new interactive elements this year, including a redesigned Web site at [www.ecomagination.com](http://www.ecomagination.com), more extensive use of online videos and a series of "webisodes" that ran on such sites as AOL, MSNBC and Yahoo, showing how GE products and services are helping customers around the world solve business problems.

Another big branding initiative this year was GE's preparation for its involvement in the 2008 Olympic Games in Beijing. GE, a worldwide partner of the games, is providing more than 335 products and infrastructure services to help stage the Beijing event.

"In a country where the Olympic rings are so cherished, GE can really use (the event) in a way to halo our message," Hu said. —K.M.

**G**E, A TOP global brand that was ranked No. 2 by CoreBrand and No. 4 by Interbrand/*BusinessWeek* in their annual brand rankings, made a big environmental push this year to raise awareness of its brand and what the company is doing to help solve global problems.

"Our top brand priority was 'Ecomagination,' GE's commitment to address ecological challenges, and first and foremost make it a business opportunity," said Judy Hu, global executive director-advertising and branding at GE.

In January, GE introduced the second

**M**ARKETING CAMPAIGNS FOR products like computers and printers have tended to focus on the basics of specs, speeds and prices.

Hewlett-Packard Co. stepped away from that strategy last year with its "The Computer Is Personal Again" campaign. This year, the company reinforced its branding message with its largest global interactive marketing campaign to date, a \$300 million effort that uses celebrity "achievers" who are linked to its Print 2.0 strategy.

The tagline—asking potential customers "What do you have to say?"—is viewed by the company as a call to action, an invitation for consumers and businesses alike to forge an ongoing, collaborative relationship with HP by using its products and Web-based services.

"We're just trying to accurately reflect back to the world how HP products are really used," said John Coyne, associate partner and group account director at Goodby, Silverstein & Partners, San Francisco. "We're just bringing those stories to life. It's not your grandfather's printing company. It is the printing company for everybody in the world. And on the PC side, HP is now the market leader."

In the first two weeks after the campaign broke in late August, more than 220,000 visitors clicked through to a microsite for small and midsize businesses, and the HP Community wiki recorded more than 1,400 visitors. Other Web-based printing activities are being added, and the marketing campaign will continue to evolve, based on the feedback HP receives from customers via the wiki.

The current initiative isn't just an advertising tactic but a marketing strategy designed to reinforce the brand's relevance in a changing world.

"Coming out of the merger [with Compaq Computer Co.], when your customers see the company you used to be and not the company you want to be, it's not their problem," said Bill Sidwell, director of brand management and services at HP. "We recognized that we weren't helping our customers see the company we wanted them to see. What we exist to do, in a nutshell, is simplify people's

technology experiences."

It's an incredibly versatile campaign, said branding expert Lynn Upshaw. "HP has really gotten to the point where it is state of the art and is beyond the printer," he said. "They're trying to make it more human using technology and [saying] 'We are on the leading edge of everything we do.' And that's great."

The effort has performed better than its creators anticipated. Coyne said he believes the PC and printer campaigns could each have a five-year lifespan.

—M.E.P.



## Hewlett-Packard

**Headquarters:** Palo Alto, Calif.  
**Brand established:** 1939  
**2006 advertising:** \$472 million  
**2007 Interbrand/BusinessWeek ranking:** No. 12  
**Brand value:** \$18 billion  
**CoreBrand ranking:** No. 21

### EXPERT INSIGHT

#### STRENGTHS:

**Roth:** From being the poster child for corporate dysfunction to this year's favorite cover story of corporate resurgence, HP has enjoyed a remarkable turnaround in a very short time. This is a credit to its inherent brand strength—and a management team that knows how to leverage its incredible brand equity with breakthrough products and some smart new marketing.

#### CHALLENGES:

**Gregory:** It will be extremely interesting to see the horse race between Dell and HP during the next couple of years.

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**F**ive years ago, United Parcel Service of America asked “What Can Brown Do for You?” in what became a signature branding message for the package delivery company.

UPS spent this year answering its own question.

Instead of touting its 100th anniversary, UPS sought to extend the “brown” message in a campaign that was personal, that spoke to UPS’ varied abilities and that would work equally well across all media.

Enter Andy Azula, the creative director on UPS’ account at the

Martin Agency, who came up with the idea of putting someone in front of a whiteboard, drawing quick, simple sketches with a dry-erase marker to explain the company’s services. UPS liked the concept so much that Azula is now the star of 17 “Whiteboard” commercials and UPS’ interactive microsite.

“We were just reapproaching the same idea, but now we’re getting a lot more tactical with it,” Azula said. “It’s a guy—who happens to be me—that’s up there in a much more educational role. What ‘Whiteboard’ allows [UPS] to do is really create a

two-way dialogue with all their different target markets.”

UPS shifted an undisclosed quantity of media spending from television and print to online this year, all with the goal of driving traffic to the microsite. Once there, visitors could watch playfully executed product “webshow” and the TV spots, seek more information and even create their own whiteboard messages, seemingly written by Azula, to e-mail to friends.

The effort worked. During the first three months of the \$35 million campaign, the site registered more



than 1 million hits, and visitors spent more than four minutes on average on it.

“When you think about it, who cares that you’re 100 years old,” said Larry Bloomenkranz, UPS’ VP-brand management, advertising and sponsorships. “We think the idea of the ‘Whiteboard’ campaign has a lot of legs. You’ll be seeing over the course of the first half [of 2008] some new messaging, but, fundamentally, it’s a solid idea.”

The spots and Web site still mention the familiar “brown” tagline, which is why the whole concept works so well in the brand’s evolution, marketing experts said.

“It’s a wonderfully integrated campaign,” said Tim Calkins, a branding consultant and marketing professor at Northwestern Univer-

**M**icrosoft Corp., which was ranked No. 2 by Interbrand/*BusinessWeek* and No. 3 by CoreBrand on their annual lists of top global brands, concentrated its efforts this year on com-



municating a more comprehensive brand picture and demonstrating its strength as an enterprise-level player.

“One of our top priorities was trying to tell a more integrated and comprehensive Microsoft brand story,” said David Webster, general manager-brand and marketing strategy group at Microsoft.

“A lot of companies think of us as being in one category, such as CRM or desktop operating software. When we go to market, it’s important for us to take a step back and represent what Microsoft can do as a corporate brand for our business audiences.”

To tell this brand story, Microsoft continued its “People Ready Business” campaign, a \$500 million global effort that debuted last year. McCann Worldgroup, San Francisco, developed the campaign, which included print, TV and online.

“This year, we introduced a whole series of somewhat humorous but meant-to-be real-life depictions of how people are able to get their jobs done using Microsoft software,” said John McNeil, exec VP-executive creative director at McCann Worldgroup, San Francisco.

Another brand priority for Microsoft this year was raising awareness of the company as an enterprise-level solutions provider.

“People associate Microsoft with desktop programs,” Webster said. “Part of our overall brand goal is letting people know how much progress we’ve made in being a very credible enterprise player.”

For example, this year Microsoft rolled out a marketing campaign for its SQL database product, featuring case studies that show how *Fortune* 500 clients are using the product.

“Microsoft’s database and server business is very strong,” said Andy Bateman, CEO of Interbrand, New York. “Being able to package and customize that into enterprise-level-solution sales is a critical factor. Microsoft has a great opportunity and advantage there—they

can leverage the power of their brand on the consumer side with the business audience.”

A third brand priority for Microsoft this year was demonstrating its commitment to investing in technologies that will benefit business customers in the future.

For example, in May Microsoft unveiled a new technology called Surface, which turns tabletops into dynamic surfaces that let users interact with digital content using touch and physical objects. —K.M.

## UPS

**Headquarters:** Atlanta  
**Brand established:** 1919  
**2006 advertising:** \$145 million  
**2007 Interbrand/*BusinessWeek* ranking:** No. 28  
**Brand value:** \$16 billion  
**CoreBrand ranking:** 23

### EXPERT INSIGHT

#### STRENGTHS:

**Roth:** As a pervasive brand on roads and highways around the world, UPS has focused on seamless customer service, a promise relevant to businesses both large and small.

#### CHALLENGES:

**Roth:** Brown is brown—and not the new black. The decision to focus on its core-equity color, by definition, limits the wow factor in its branding.

sity’s Kellogg School of Management. “They make it interesting even though they’re talking about some pretty mundane topics. The message that is getting across is that UPS has incredible capability to do things.”

—M.E.P.

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# BTOB'S BEST

# Creative

## 'BtoB' honors campaigns of all shapes and sizes

BY TEQUILA BURT

**C**REATIVE EXCELLENCE IS celebrated once again with our *BtoB's* Best Awards, formerly known as the Sawyer Awards. This year, the competition—with numerous new categories—attracted more b-to-b marketers than ever before, yielding more than 300 entries.

In past years, big agencies handling the campaigns of big marketers dominated the Best Awards. This year, we were able to spread the wealth a little more to recognize marketers and agencies of all sizes. (See our winners list, right).

The breakout category this year was online video. From low-cost, viral treatments to slick, highly produced executions, b-to-b marketers proved they were capable of creating online video at any budget level.

TIBCO Software's whimsical "Greg the Architect," our winner for Online Campaign, deployed a smart viral strategy that tapped into the popularity of online video giant YouTube by producing a series of irreverent video episodes featuring systems architect Greg, an action-figure protagonist. The campaign, developed in conjunction with Covington, Ky.-based agency Big Fat Brain to promote TIBCO's SOANow eJournal, led to significantly increased SOANow site traffic, a 50% subscription boost and more than 68,000 views on YouTube.

What's so compelling about "Greg the Architect" is its uncanny ability to speak to and grab the attention of its target audience. The action-figure cast of characters—being manipulated by unhidden human hands—looks as if it stepped straight off the TV screen of Cartoon Network, a Mecca for 20- and 30-something IT geeks. TIBCO's grassroots campaign has been hailed as a critical success by many, winning an Internet Advertising Competition (IAC) award for Best Interactive Application in Computer Software and a Stevie Award for Best Corporate Film or Video

in the Public Relations category at the 2007 American Business Awards. One thing is for sure: We're definitely waiting to see the next episode of "Greg the Architect," which can be found on microsite [www.gregthearchitect.com](http://www.gregthearchitect.com).

Another campaign that managed to hone in on its audience expertly was Gartner Inc.'s "Great Thinkers." Also employing action figures to catch the interest of its target audience, the campaign took top honors in our inaugural Direct Campaign (less than \$200,000) category. The focus of the campaign was to promote Gartner's IT Overview Benchmarks, a comparative assessment of companies' IT investments.

Avon, Conn.-based agency Mintz & Hoke helped Gartner break through to busy CIOs with big budgets by sending action figures of historical characters both real and fictional (Albert Einstein, Harry Houdini and Sherlock Holmes), crafting smart copy and bold headlines hearkening back to the famous catchphrases of the historical characters ("The Gartner Theory of Relativity: It pays to judge your enterprise relative to the rest of the I.T. universe.").

To circumvent gatekeepers, e-mail blasts preceded the packages, letting CIOs know to expect something in the mail and also directed them to a Web site with case studies, consultant webcasts, videos and sample analyses.

In the coveted Integrated Campaign (more than \$200,000) category, the big winner this year was Panasonic's Toughbook's "It's Not Just a Laptop." Using a mix of print ads, a TV spot, video Flash banners, airplane meal tray

advertising and airport signage, Panasonic and Oradell, N.J.-based agency Sigma Group were able to connect with key technology decision-makers in 14 vertical markets. The tagline, "Work anywhere. Risk nothing," communicates this campaign's goal perfectly.

One of the keys to creating good advertising is the ability to forge an emotional connection between end users and the product. Panasonic's TV spot was particularly effective in doing this. The commercial features people in several industries facing challenging situations where having a Toughbook laptop is an asset. Banner ads also showcase various professionals in their work environments with, of course, the indispensable Toughbook ("It's not just a laptop. It's any product you need. From business-rugged to fully-rugged and everything in between.") and lead to product specs, video case studies and easy-to-read data sheets on various laptops. Panasonic Toughbook's "It's Not Just a Laptop" is a good, solid b-to-b campaign that manages to be both creative and put selling front and center.

*BtoB's* Best judging is based on Chasers criteria for b-to-b advertising. Ads must have a high degree of visual magnetism; select the right audience and invite the reader into the scene; promise a reward and back it up; present the selling proposition in logical sequence; be easy to read; speak person to person; emphasize the service and not the source; and reflect the company's character.

Categories judged were: Integrated Campaign (more than \$200,000); Integrated Campaign (less than \$200,000); Print Ad Campaign (more than \$200,000); Print Ad Campaign (less than \$200,000); Direct Campaign (more than \$200,000); Direct Campaign (less than \$200,000) Online Campaign; Single TV Spot; and Online Video.

B-to-b ads must have debuted in August 2006 or later. □

## THE WINNERS

### Integrated Campaign (more than \$200,000)

**Winner:** Panasonic Toughbook, "It's Not Just a Laptop" **Agency:** Sigma Group

**Runner-up:** FedEx Kinko's, "No More All-Nighters" **Agency:** BBDO New York

**Honorable Mention:** Playworld Systems, "Brand Launch" **Agency:** Carton Donofrio Partners

### Integrated Campaign (less than \$200,000)

**Winner:** Pitney Bowes MapInfo, "Be Location Intelligent" **Agency:** Mobium Creative Group, Chicago

**Runner-up:** Cessna, "Caravan Adventure Capitalist" **Agency:** Sullivan Higdon & Sink

**Honorable Mention:** Corn Products International, "A World of Ingredients. A World of Ideas." **Agency:** Davis Harrison Dion

### Print Ad Campaign (more than \$200,000)

**Winner:** Nucor Corp., "It's Our Nature" **Agency:** Eric Mower & Associates

**Runner-up:** Noveon Consumer Specialties, "Make It" **Agency:** The Media Center

**Honorable Mention:** UPS, "Whiteboard" **Agency:** Martin Agency

### Print Ad Campaign (less than \$200,000)

**Winner:** SEW-Eurodrive, "2007 Corporate Campaign" **Agency:** Eric Mower & Associates

**Runner-up:** Kronos Inc., "Vertical Market Ads" **Agency:** Nelson Schmidt

**Honorable Mention:** Kaplan Financial, "Goodbye, Paperwork"

**Agency:** Mobium Creative Group, Chicago

### Direct Campaign (more than \$200,000)

**Winner:** Microsoft Corp., "Genuine Fact Files" **Agency:** DDB

**Runner-up:** MSC Mutual Service Corp., "Take Your Business Further" **Agency:** HSR Business to Business

### Direct Campaign (less than \$200,000)

**Winner:** Gartner Inc., "Great Thinkers" **Agency:** Mintz & Hoke Communications Group

**Runner-up:** American Express Open, "Blueprint" **Agency:** Ogilvy & Mather

**Honorable Mention:** Rite-Hite Corp., "Smoooooooooooooth..." **Agency:** Intégré Advertising by Design

### Online Campaign

**Winner:** TIBCO Software, "Greg the Architect" **Agency:** Big Fat Brain

**Runner-up:** ITT Defense, "NightVision" **Agency:** Carton Donofrio Partners

**Honorable Mention:** TransitCenter Inc., "TransitChek Pretax Commuter Benefits" **Agency:** Stein Rogan+Partners

### Single TV Spot

**Winner:** CDW Corp., "We're There—Expansion" **Agency:** JWT

**Runner-up:** Optimum Lightpath, "Not So Good Old Days" **Agency:** hawkeye

**Honorable Mention:** General Electric Co., "ecomagination: Jar" **Agency:** BBDO New York

### Online Video

**Winner:** IBM Corp., "Satin Curtain—NYPD" **Agency:** Ogilvy & Mather

**Runner-up:** American Standard, "Champion 4 Launch" **Agency:** Carmichael Lynch

**Honorable Mention:** Agilent Technologies, "Heist" **Agency:** hawkeye

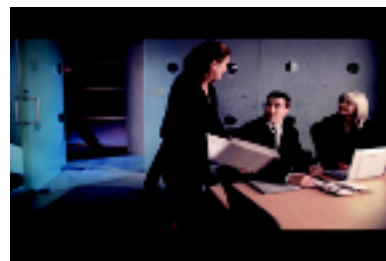


## INTEGRATED CAMPAIGN (MORE THAN \$200,000)

### Panasonic Computer Solutions Co.-a unit of Panasonic Corp. of North America Agency:

Sigma Group, Oradell, N.J. **Campaign name:** "It's Not Just a Laptop" **Launch date:** September 2006 **Creative credits:** Marca Armstrong, director of marketing, Panasonic Computer Solutions Co.; Danielle Marchetti, senior vertical marketing manager, Panasonic Computer Solutions Co.; Michele Paccione, executive creative director, Sigma Group; Diane DeCastro, senior account director, Sigma Group

**Winner** **Why we liked it:** Isn't it about time to officially declare PCs, or in this case, laptop PCs, pure commodities? The differences from brand to brand have begun to get lost among talk of speeds, feeds and price points. The 2007 Best Integrated Campaign winner, Panasonic, has found a new and compelling selling point that makes it stand out—toughness and reliability. It reminds us of Sony's release of the Sports Walkman—that bright yellow plastic was a badge of honor for those who wanted to literally wear their music on their sleeve, no matter what they were doing. Like Sony, Panasonic poses its Toughbook as a portable PC that will ease your worries about the outside and help you get your computing job done on-site without problems. This theme carries through the entire campaign. The TV commercial zooms from a soldier running across a rainy battlefield, to an EMT, to a construction site, to a business meeting—all to the strains of classic rock song "Peace of Mind" by Boston. Additional iterations placed on airplane meal trays emphasize the long battery life of the Toughbook, hitting those who know the risks of doing work on the road when and where they are most susceptible to the message. Online and print ads carry through this message as well, always emphasizing the reliability, no matter where or how tough a job. Heck, even the typesetting, with its chunky sans serif has us wanting to join the road warriors using Toughbook.



TV



Out-of-home



Online



Print

## Playworld Systems

**Agency:** Carton Donofrio Partners, Baltimore **Campaign name:** Brand launch **Launch date:** January 2007 **Creative credits:** Scott Rasmussen, chief creative officer and copywriter; Tom Czajkowski, senior art director; Lee Gatchel, interactive creative director; Christian Childs, interactive designer; Rob Arena, executive producer, interactive; Michael Smith, Flash production; Rob Fletcher, Web developer; Peter Toth, director of direct marketing; Lisa Bucklin Williams, group account leader; Jennifer Granger, senior account leader. **Why we liked it:** Bright colors, blue skies, smiling kids. This isn't your typical b-to-b campaign. The playground equipment provider's campaign is centered on the value of play and the images speak much louder than words. The copy can get a bit pretentious and ponderous ("Play creates the brotherhood of the carefree"), but the vivid colors and design are as clean and crisp as a perfect summer day, and other copy ("Fun Center. Keeping little bodies and minds going a gazillion miles an hour") is more effective because it expresses fun rather than explaining it. Playworld also demonstrates how its products can be enjoyed by people of all ages. Print ads tell how Playworld can design a playground for tots, a skate park for adolescents and outdoor training equipment circuits for older adults. A Web site adds depth to their pitch with case studies.

### Honorable Mention



Print



Video



Online



In-store promo



TV



Guerilla marketing



In-store promo

## FedEx Kinko's

**Agency:** BBDO New York **Campaign name:** "No More All-Nighters" **Launch date:** April 2007 **Creative credits:** David Lubars, chief creative officer; Bill Bruce, chief creative officer; Eric Silver, exec creative director; Craig Carl, senior VP/creative director; Andrew Tinch, creative director; Dan Kelleher, creative director/copywriter; Jonathan Mackler, associate creative/art director; Ed Zazzera, senior producer; Martin Granger, director; Declan Quinn, director of photography; Ian MacKenzie, editing. **Why we liked it:** FedEx is a perennial on our Best lists because it knows its audience. The company always finds funny and compelling ways to demonstrate its overnight delivery prowess and, now, office services with FedEx Kinko's. While this campaign will not rank with the all-time greats, it has a couple of elements that make it our choice for runner-up. First, the TV spot shows an understanding of pressured office workers who find relief in the speed and reliability offered by FedEx Kinko's. In the commercial, a worker finds out his project is due the next morning and immediately begins chugging a pot of hot coffee. As he is choking it down, his colleague calmly explains that she has contacted FedEx Kinko's and they will be handling everything with no problem. The confused coffee drinker, having poured much of the pot of coffee down his shirt, coughs out the question "What did she say?" Variations on the "all-nighter" scenario were played out in New York locations such as Grand Central Station and Times Square, where passersby viewed a businessman sleeping on his desk. There were also in-store posters and promotional pieces that used the pot of coffee as the symbol of pulling an all-nighter.

### Runner-up



One minute, you need a global PR campaign to help launch your latest and greatest. The next, a corporate advertising and IR campaign to help ward off an aggressive acquisition bid. Then, just when you thought you'd put last year's annual report to bed, it's time to start this year's. Which means it's conference season again and you need new booth designs. Save-the-dates. Invites. Leave-behinds. In seven different markets. Meanwhile, HR is demanding a recruitment video. Who rattled their cage? Don't they know you also have to develop the new corporate ID? Oh #%@! Who's going to do all this?



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## INTEGRATED CAMPAIGN (LESS THAN \$200,000)

### Pitney Bowes MapInfo

**Agency:** Mobium Creative Group, Chicago **Campaign name:** "Be Location Intelligent" **Launch date:** May 2007 **Creative credits:** Gordon Hochhalter, creative director; Mike Speck, creative director; Mike Ritt, copywriter; Ellen Miller, copywriter; Amy Amato, art director; Jamie Mash, art director; Libby Taggart, art director; Margie O'Malley, production. **Why we liked it:** The phrase "be location intelligent" doesn't really say much. Is it a command to think about where I should live? Where I

**Winner** do business? What? In one print ad from Pitney Bowes MapInfo's "Be Location Intelligent" campaign, cartoon dialogue bubbles pop up against a colorful Hopper-esque street. They say "Psst," "You'll move 35% more handbags," and "Exactly 1.53 miles due east." Copy follows, "Through software, data sets consulting and support, we help retail organizations take advantage of local information for smarter real estate decisions." The more we reviewed this campaign, the more we liked it. Online ads use the pop-ups with city skylines silhouetted against a vibrant color background. In one online video ad, we are placed in the front seat of a car rushing through city streets, pausing momentarily at nondescript buildings to get those pop-up bubbles telling us who lives where, how much money they make, what their spending habits are. It's a great way of showing that information Pitney Bowes and MapInfo can give you is not accessible to the naked eye. MapInfo also used a dimensional direct mail piece to drive users to an online white paper to get more information on location intelligence. The cherry on the sundae is an online demo that shows you the types of information mapping you can get that is just plain cool.



Print (cover wrap)



Direct mail



Print



Online



Print



Promotional



Online



Promotional

### Cessna Aircraft Co.

**Agency:** Sullivan Higdon & Sink, Wichita, Kan. **Campaign name:** "Adventure Capitalist" **Launch date:** September 2006 **Creative credits:** P. Scott Flemming, creative director; Stephen Hobson, associate creative director; Ken Smith, art director; Allan Davey, photographer. **Why we liked it:** Cessna's "Adventure Capitalist" campaign for its Caravan line of aircraft eschews the usual luxury shots of airliners with comfy executives and instead

**Runner-up** appeals to the Malcom Forbeses of the world. The smart copy sends the message that those with enough money to buy a plane for business or pleasure view themselves as independent, fearless and visionary: "Running a business is a real adventure. Unlike alligator wrestling, however, it takes more than just quick thinking and even faster reflexes." Everything in the design, from the rough-textured backgrounds to the old-fashioned text treatments, highlights the romanticism of air travel. These Caravan ads make you feel as if you are Indiana Jones searching for lost treasure in the most remote corners of the globe. But before they stray too far, the ads take time to give specifics such as passenger and cargo capacities and how Caravan planes help airlines make a profit. Supporting the print ads are a series of vintage-looking postcards with scenic images and greetings from such adventuresome locales as "Uncharted Canada" and "Outback Australia."

### Corn Products International

**Agency:** Davis Harrison Dion, Chicago **Campaign name:** "A World of Ingredients, A World of Ideas." **Launch date:** March 2007 **Creative credits:** Bob Dion, creative director; Nat Davis, senior art director; Jenna Schauer, copywriter; Rob Grogan, director of creative services. **Why we liked it:** Beauty shots of bread and ice cream looking as if they

**Honorable Mention** could be pulled right from the page and eaten made us Chasers hungrier than we already were after a long day of reviewing ads. But once we had a bite and got our blood sugar back up, we were still quite impressed with the ads by Corn Products International. The campaign, which included print, direct, collateral and events, shines the spotlight on the versatility of innovative corn-based ingredients for the food industry. Print ads get into specifics, briefly but with impact. "You may know us for sweeteners. We also produce hundreds of other innovative ingredients such as specialty starches for gluten-free baking." Recipe cards are another component, but upon closer inspection, we realized they are not recipes but actually descriptions of products. Green and gold colors—and type set in an easily readable, condensed font—subtly evoke tall stalks of corn throughout the campaign without ever showing a kernel.



Print



Promotional



Event marketing





# NOMINATE A New York 40 UNDER 40

**D**o you know someone who is young, driven and making their mark in business in New York? Crain's New York Business is now taking nominations for our annual 40 Under 40 issue where our editors select and profile 40 rising stars from New York across a multitude of industries. Nominate your star today by logging on to [www.newyorkbusiness-risingstars.com/nominate](http://www.newyorkbusiness-risingstars.com/nominate).

Nominees must be New Yorkers under the age of 40 on March 3, 2008, the day which the feature will be published in print and online. The deadline for submissions is Wednesday, October 31st.

[www.newyorkbusiness-risingstars.com/nominate](http://www.newyorkbusiness-risingstars.com/nominate)





## AD CAMPAIGN (MORE THAN \$200,000)

### Nucor Corp.

**Agency:** Eric Mower & Associates, Charlotte, N.C.  
**Campaign name:** "It's Our Nature" **Launch date:** May 2007 **Creative credits:** Seth Werner, executive creative director and copywriter; Patrick Short, creative/art director. **Why we liked it:** A single ad from this campaign

**Winner** was a runner-up in last year's *Btob's Best*, so we were especially pleased when we saw the entire Nucor "It's Our Nature" campaign in one sitting. The production and art direction in this campaign are top-notch, from concept to execution. One of the best images is a shot of a washing machine in an empty parking lot set against rocky mountains as the sun sets—an arresting image on its own but, combined with the headline on the facing page of the spread, "It Used to Be a Minivan," you can't help but read on. And the copy fulfills the promise of both the image and the ad with punchy, short sentences that get right to the meat of the message. "At Nucor, we recycle 9 million cars a year. Melting down usable steel and recasting it into new life." It goes on to cite how much energy is conserved and waste avoided by recycling steel. It



even links the concept of the photo at the end of the copy block: "Making the world we live in a cleaner place. Including our clothes." The rest of the campaign is more of the same quality with arresting, strange images that make sense in the context of the ads, such as the Hearst Building in New York, made from recycled Nucor steel. The distressed



green background on the right communicates both industry and environment. The company logo and headlines look as if carved into a steel plate, yet the message's eco-friendly ideas carry through to the tagline "It's our nature," which is accompanied not by steel but a pair of oak leaves and an acorn.

## AD CAMPAIGN (LESS THAN \$200,000)

### SEW-Eurodrive

**Agency:** Eric Mower & Associates, Charlotte, N.C. **Campaign name:** 2007 corporate campaign **Launch date:** March 2007 **Creative credits:** Seth Werner, executive creative director; Patrick Short, creative director; Amanda Abrams,

**Winner** copywriter; Scott Brown, art director.

**Why we liked it:** Gears and motors and drive automation don't usually make us think of whimsy, color and clarity, but SEW-Eurodrive's ad campaign for these industrial workhorses certainly does. The color scheme running throughout the campaign is red and cornflower blue. The ads use the left side of the spread to present an arresting visual in which an SEW-Eurodrive employee in a bright red shirt or jacket is shown delivering or inspecting SEW's work in a number of settings: a frozen glacier in Antarctica, an assembly line at a hamburger bun bakery, a candy manufacturer, escalators in an office building. Each of these settings has been photographed so that blue is the dominant color, making the red the SEW employee wears pop. These visually dynamic images are not just



### Noveon Consumer Specialites Division

**Agency:** The Media Center, Crystal Lake, Ill. **Campaign name:** "Make it..." **Launch date:** January 2007

**Creative credits:** Donna Liesen, creative director and graphic designer; Roberta Genovese, copywriter. **Why we liked it:** Noveon's "Make It..." campaign takes what are essentially chemical additives and puts a human face, and, in this case, quite lovely human faces, on them. The temptation when seeing these ads is to assume they are

**Runner-up** borrowed interest—after all, what can an adorable baby washing his face have to do with something called Glucamate thickeners? As it turns out, everything, as the copy under the headline "Make it gentle," explains: "Naturally-derived Glucamate thickeners provide exceptional mildness for eyes and skin, and gentle refatting to keep skin soft and smooth." So that little baby is

benefiting from Glucamate thickeners after all. The rest of the campaign continues in a similar vein with headlines such as "Make it lavish" and "Make it shimmer" with fashion-worthy photos. The ads also display a bold Web site ([www.personalcare.noveon.com](http://www.personalcare.noveon.com)) and phone number to generate leads, as well as a snappy secondary tagline, "formulate with confidence."



### United Parcel Service of America

**Agency:** The Martin Agency, Richmond, Va. **Campaign name:** "Whiteboard" **Launch date:** January 2007 **Creative credits:** Andy Azula, senior VP-creative director; Joe Alexander, senior VP-copywriter; Kevin Thoem, senior art director; Henry Lu, director, Moxie Pictures and production; Brian Camp, producer; Tedd Aurelius, VP-

management supervisor; Carrie Bird, senior account executive. **Why we liked it:** While the TV spots for "Whiteboard" have garnered the most attention, we were more

impressed with the print portion of the campaign. In the commercial, the presenter always punctuates his lessons with little homey touches like drawing a pair of shorts on his UPS driver stick figure, which, in the end, for us is a distraction. The print ads, on the other hand, focus on the impact of the simple drawings themselves. The ads all have three tiers within the drawings. For example, one with a title of "UPS Trade Direct" illustrates three steps to getting your "stuff" from China to local distribution. In step one, simple drawings of boxes representing your stuff are connected by an arrow to a UPS box. In step two, a boat carries the box from one shore to another. The third step shows the boxes being taken away by trucks. A spiral-bound notecard on the ledge of the whiteboard has a list of bullet points to specifically tell what trade direct means: "Group all your packages as one. Breeze through customs. Bypass distribution centers." Each ad has a logo in the bottom corner on a field of brown with a brown marker above it with "What Can Brown Do for You?" displayed.

### Honorable Mention



### Kronos Inc.

**Agency:** Nelson Schmidt, Milwaukee **Campaign name:** Kronos K4 Vertical Market Campaign **Launch date:** January 2007 **Creative credits:** Jane Kramer, creative/art director; Rick Lagan, creative director and writer; Jeff Salzer, photographer; Gina

**Runner-up** Ferrise, retouching; Lee Tse, retouching;

Kristen Davis, account service. **Why we liked it:** Human resources company Kronos' ads for vertical markets are definitely show stoppers. They incorporate provocative headlines as part of common signage in the main photos. For example, a photo of a deli counter focuses on an electronic sign that displays what number customer is being served. Except instead of reading "now serving," it reads "not serving" and

### Kaplan Financial

**Agency:** Mobium Creative Group, Chicago **Campaign name:** "Goodbye, Paperwork" **Launch date:** June 2007 **Creative credits:** Chris DeYoung, art/creative

**Honorable Mention** director; Mike Ritt, creative director and writer; Valentine

Chen, art director; Howard Ash, photographer **Why we liked it:** The "Goodbye, Paperwork" campaign from Kaplan Financial has ads with such visual magnetism that, for us—reared in the 20th century worker bee environment—it took a moment to realize they were asking us to say goodbye to such beloved





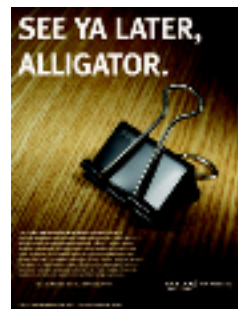
window dressing. The headlines on the right serve to deepen our understanding of what's going on in the photo. For example, the iteration with the SEW worker inspecting the hamburger bun with a monoscope that looks like something out of science fiction has a headline that reads, "We Help Fine-Tune Operations Down to the Millimeter, The Millisecond and Even the Millisecond." Suddenly, the photo of the man staring at the bun does not seem so strange anymore. And above the headlines are

nice little cutouts of the red SEW products that are described in the copy, in this case, the Movidrive B motor controller. A bright red logo is kept on the small side but, because of the red color, it practically vibrates off the blue background. The type is sans serif and easily readable despite being reversed. On the bottom what looks almost to be an online navigation bar tells what they do: "Gearmotors, Drive Electronics, Drive Automation, Service."



underneath instead of a number, it reads "you." The type at the bottom asks the question "How long do you really think they'll wait?" then goes on to explain how Kronos' staffing and management can help you improve performance. Others in the series focus on retail, restaurants and the gaming industry

using the same surprise twist on common signs. In addition, these ads offer something—free customer profiles and case studies. We love that. What held them back a bit was the size of the reversed type at the bottom, which gets lost over lighter areas of the image.



ephemera as staplers and in-baskets. Bold, short headlines that act as concise kiss-offs to old-school office supplies ("Sayonara, stapler," "Bye-bye, in-basket") stand out clearly over soft-lit studio shots of supplies. In the copy blocks at lower left, Kaplan Financial lays out specifically

how its CMS G2 compliance automation product will enable financial agents to spend less time filing papers and managing data, and more time growing their businesses. A phone number and Web site (kaplanfinancial.com) once again direct readers where to go for more information.

## DIRECT CAMPAIGN (MORE THAN \$200,000)



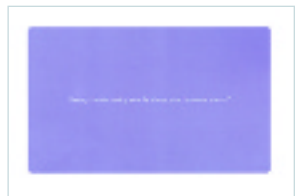
### Microsoft Corp.

**Agency:** DDB, Seattle **Campaign name:** "Genuine Fact Files" **Launch date:** September 2006  
**Creative credits:** John Livengood, executive creative director; Jim Cowles, creative director; Troy Brock, art director; Brett Siemen, art director; Keith Anderson, senior copywriter; Charlie Griak, illustrator; Brian Murray, illustrator; Jarrid Beasley, producer; Craig Potter, director of broadcast production; Chris Garces, director of production; Seamus Dolan, designer; Christina Childs, senior business manager; Gretchen Lockhart, business manager; Sherri Erickson, senior marketing manager, Microsoft. **Why we liked it:** Microsoft Corp.'s direct campaign aimed at IT managers, co-opts the stark black and white art of graphic novels such as "Sin City" and puts them to great use in a series of stories about the dangers of using untested, pirated or third-party solutions, rather than Microsoft's "genuine" software. Like the film noir they evoke, these stories are filled with shady characters populating a world filled with fear and paranoia. Of course, in the world of

**Winner** IT purchasing, the life threatened is not yours but your company's. If security is breached because you're using non-Microsoft applications, you will be in for a lot of pain if not total devastation. Sounds grim, doesn't it? But this campaign, not unlike the stories it evokes, is more cathartic. We identify more with the IT manager under pressure to save money than the gross slob who talks him into using pirated software. The individual pieces of the campaign, from T-shirt to posters, are all in the same style and create a great package that not only would get attention but not be tossed out once opened—especially since it is sent in waves. Microsoft also sent a keepsake box to fill with the latest installments of the books they deliver. The graphic novels have also been converted to hypnotic silent films that use video effects to add movement and depth, a great use of inexpensive repurposing to another medium. We can't say that fear is always a great selling tactic, but when you're selling security—and you do it creatively—it can be effective.

### MSC Mutual Service Corp.

**Agency:** HSR Business to Business, Cincinnati **Campaign name:** "Take Your Business Further" **Launch date:** June 2007  
**Creative credits:** Tom Rentschler, chief creative officer; John Pattison, creative director; Erin Moore, art director; Debbie Effler, copywriter; Bryan Simpson, digital artist; Richard Biever, digital artist; Ruthie Ober, production manager. **Why we liked it:** HSR's direct campaign for MSC proves you can take a tired concept and



make it seem fresh with great execution. The four mailers that comprise this campaign each feature a take on the clichéd visual of a lone sailboat on a wide sea, which in this case is a play on MSC's logo. The 9-inch-by-6-inch mailers all have a question on the front that is answered inside. For example, one reads "Having trouble seeing exactly where your business stands?" When you **Runner-up** open up the card, you see the image of a ship lost at sea in a gray fog. But when you pull on the tab on the right-hand side, the image that is revealed is of that same boat, now heading toward land on a clear blue ocean with the answer—"MSC can help you get a clearer view"—in blue type over a pale sky. Each piece adds to the idea that MSC can help you achieve clarity and focus, and has a unique and fascinating visual puzzle that answers the question posed on the front. Copy on the left-hand side of the opened piece explains how MSC can help you, including a specific call to action that leads directly to a URL (www.mutualservice.com/growyourbusiness).



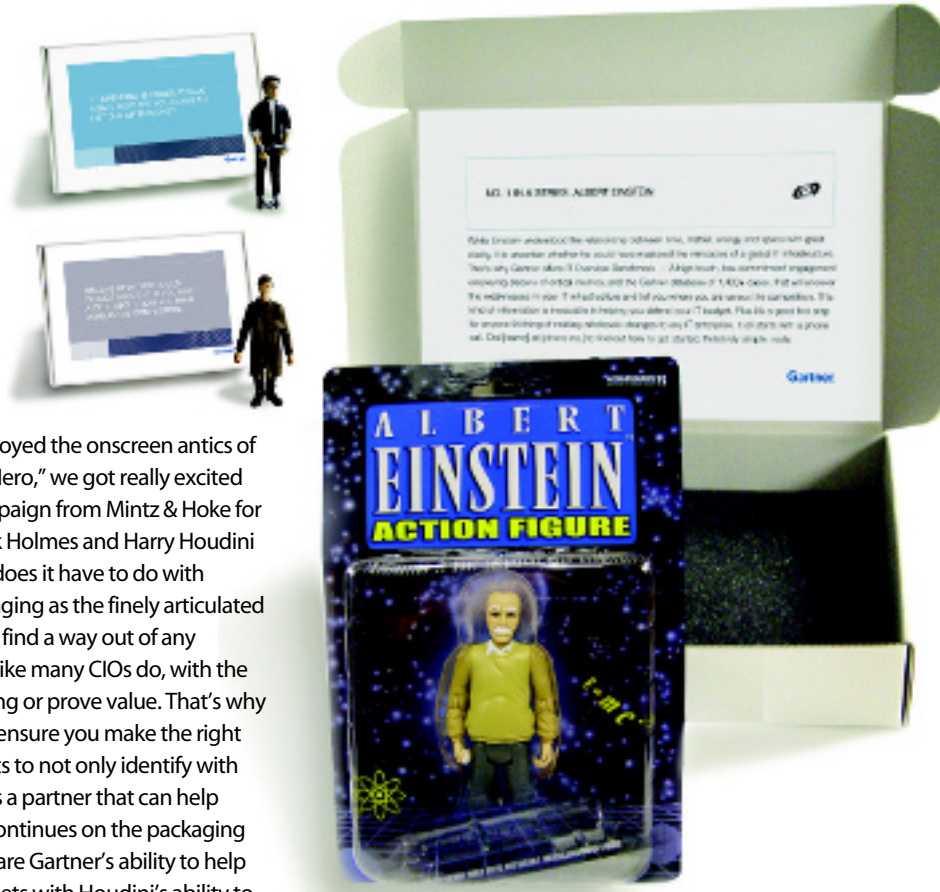
## DIRECT CAMPAIGN (LESS THAN \$200,000)

### Gartner Inc.

**Agency:** Mintz & Hoke Communications Group, Avon, Conn. **Campaign name:** "Great Thinkers" **Launch date:** August 2006

**Creative credits:** Su Strawderman, creative director; Eulah Sheffield, director of interactive services; Wayne Waaramaa, art director;

**Winner** Grant Sanders, writer; Natasha Rethke, interactive art director; John Baleshiski, Web developer. **Why we liked it:** We officially declare it the year of the doll. And while we've enjoyed the onscreen antics of "Greg the Architect" and "Mega Plumber Action Hero," we got really excited when we opened the "Great Thinkers" direct campaign from Mintz & Hoke for Gartner. Action figures of Albert Einstein, Sherlock Holmes and Harry Houdini come in simple white boxes. Very cool, but what does it have to do with Gartner? To our delight, the copy was just as engaging as the finely articulated figures. "It has been said that Harry Houdini could find a way out of any manner of confinement. But he never had to live like many CIOs do, with the restraints of constantly having to justify IT spending or prove value. That's why there's the Gartner IT Overview Benchmark . . . to ensure you make the right decisions." This copy leads CIOs with tight budgets to not only identify with these great thinkers but also to identify Gartner as a partner that can help them improve business performance. The copy continues on the packaging for the figures themselves and manages to compare Gartner's ability to help busy CIOs get out of a tight space with tight budgets with Houdini's ability to escape any trap. Now if they would just make action figures of us Chasers.



## SINGLE TV SPOT

### CDW Corp.

**Agency:** JWT—Communications, Entertainment, Technology Practice, Atlanta **Campaign name:** "We're There—Expansion" **Launch date:** January 2007 **Creative credits:** Mark Gambill, VP-marketing, CDW; Ann Batko, senior director-communication and brand management, CDW; Bruce Delahorne,

**Winner** senior manager-national advertising, CDW; Roy Trimble, senior VP-exec creative director, JWT; Deb DeWitt, associate creative director, JWT; John Spear, associate creative director, JWT; Mark Wagner, broadcast producer, JWT; Kim Bohlayer, VP-production director, JWT; Leslie Browning, traffic manager, JWT; Ken Cohen, president, JWT; Chase Smallman, account director, JWT; Paula Archuleta, account supervisor; Mike Bigelow, director, Gartner, Santa Monica. **Why we liked it:** Nowadays, everyone seems to dream of running their own business, on their own terms, where and when they want. It's the personalization of ownership. We've seen the idea before in ads from others, including IBM, which showed a businessperson stopping in the middle of the desert like a prophet with a vision declaring this would be where he built his business. CDW, in a series of commercials, takes this idea further and shows us what's possible when an entrepreneur has an expert partner like CDW. It takes place on what appears to be a deserted island where a modern-day Robinson Crusoe and his



### American Express Open

**Agency:** Ogilvy & Mather, New York **Campaign name:** "Blueprint" **Launch date:** August 2006 **Creative credits:** Bill Bonomo, creative director; Aurelio Saz, creative director; Alexander Heil, art director; Jason Reilly, copywriter. **Why we liked it:** American Express takes the case for its business card directly to construction professionals with a mailer that arrives in a cardboard tube. Inside is the "blueprint" of an American Express Business card. Its success largely depends

**Runner-up** on the copywriter and art director's attention to detail—and they get it just right. The schematic of the card follows every detail of an actual blueprint communicating with contractors in their own language. The front and back of the card are drawn on what appears to be blue vellum with specs along the sides and clever copy integrated into the design, such as an arrow pointing at the bottom of the card that leads to copy that reads "Always good for the bottom line." The headline where the name of the project would be ties the whole concept together: "Your American Express Business Card: Designed to Help Keep Cash in Your Business Longer."

### Optimum Lightpath

**Agency:** hawkkey, Dallas **Campaign name:** "Not So Good Old Days" **Launch date:** February 2007

**Creative credits:** John Hill, VP-executive creative director; John Meadows, senior art director; Brad Thomson, associate creative director; Kyle Finley, senior copywriter. **Why we liked it:** Here's a daring notion for a TV effort: Don't just brand, actually try to sell something. This was one of the reasons fiber-optic network provider Optimum Lightpath's commercial stood out as more than just another send-up of office life. The joke here is that a modern office functioning with outdated technology is ridiculous. Thirsty employees must use a hand-pump to get water from

### Rite-Hite Corp.

**Agency:** Intégré Advertising by Design, Waukesha, Wis. **Campaign name:** "Smoooooooooooooth" **Launch date:** August 2006 **Creative credits:** Bill Campbell, creative/art director; Jeff Chepp, copywriter **Why we liked it:** This direct campaign from forklift manufacturer Rite-Hite takes a number of approaches to sell its

**Honorable Mention** Transition Dok Systems, which allows for smoother transitions from warehouse to dock to truck. The product benefit the company touts in this campaign is its ability to save health care costs for injured backs. In the direct portion of the campaign, Rite-Hite does an interesting thing—it uses images and ideas from the game of pool to express various product advantages. One mailer has a triangular yellow sign reading "Caution! Speed bumps ahead" that, when opened, becomes a triangular rack of pool balls with a call to "Rack up savings." Another mailer uses the outside to emphasize smoothness with an overhead shot of a forklift on a long red pool table where the cue ball would normally be, ready to break a rack of balls, and contrasts it inside the piece with a photo of a forklift operator over the headline "There's a whole lotta shakin' goin' on down on your loading docks." A sales incentive component finds another level within the billiards concept, sending a small box with a cover that reads "Chalk up another first for Rite-Hite." Inside is a cube of pool chalk and a flier that encourages sellers to "Take their shot at smooth selling this year."



### General Electric Co.

**Agency:** BBDO New York **Campaign name:** "Ecomagination—Jar" **Launch date:** June 2007 **Creative credits:** David Lubars, chief creative officer; Bill Bruce, chief creative officer; Don Schneider,

**Honorable Mention** executive creative director; John Leu, creative/art director; Brad Roseberry, creative director/copywriter; Regina Ebel, executive producer; Filomena Lovecchio, assistant producer; Melissa Chester, executive music producer; Pontus & Patrik, director; Emmanuel Lubezki, director of photography; Gavin Cutler, editor; "Catch the Wind" performed by Donovan. **Why we liked it:** A young boy stands on a windswept cliff overlooking the ocean in this spot from GE created by BBDO. He holds up an empty jar, fills it with something unseen, closes it and sets off on a long journey across all different kinds of landscapes, all the while cradling the precious jar. The mystery of what's in the jar and



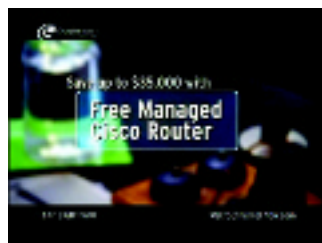


faithful chimp sidekick (how a chimp made it there is anyone's guess) decide they will set up a business. The first commercial shows them making contact via a note in a bottle. By the time the story gets to our favorite, "Expansion," they have made contact with CDW, set up a business and are looking to expand to the next island over. They contact CDW asking for the tech supplies they will need. Before they know it,

CDW boxes are dropping from the sky and floating down to the beach. CDW's customer service and comprehensive distribution have been communicated clearly. It makes the guy feel good, and the chimp feel good and us feel good, so that by the time the chimp reaches out his hand to take his partner's we realize that as long as CDW is out there we are never truly alone.



the cooler, messages are sent by carrier pigeons dubbed P-Mail and conference calls are made by passing around the receiver of an early 20th century telephone. All these images are funny on their own, and are made funnier by

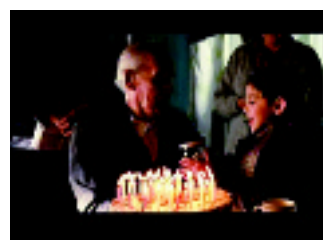


how straight they are played. But just when you think that's all there is, BAM! They start selling. A spokesman comes on explaining how you wouldn't use outdated technology in other parts of your business so there's no reason to

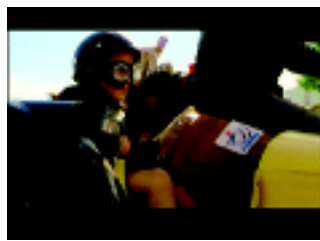


compromise when it comes to your network. Then the real offers start coming fast: free installation, \$5,000 credit, free Cisco router. By the time the pigeon returns to walk across the screen in front of the logo, we are sold.

where he's going compels us to keep watching. The scene changes to a cottage in the foothills of snow-covered mountains. A birthday party is taking place as the boy arrives. It appears to be his grandfather's birthday. The boy brings out the empty jar as the grandfather is about to blow out the candles, unscrews the top and a torrent of wind rushes out, not only extinguishing the candles but practically blowing the roof off the place. So that was what was in the jar? Wind. And boy is it powerful. Cut to wind turbines and voice-over telling us GE is harnessing the power of the wind.



Despite our trepidation at seeing one more *National Geographic*-inspired setting in a b-to-b ad, we couldn't help but admire the



clever way in which an almost unanswerable riddle (and ad agency's nightmare), "We want an ad that shows wind," is delivered.

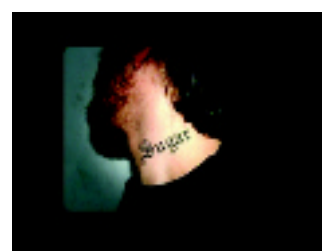
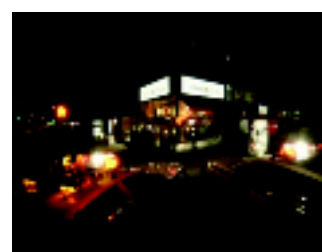
## VIDEO

### IBM Corp.

**Agency:** Ogilvy & Mather, New York **Campaign name:** "NYPD" **Launch date:** March 2007 **Creative credits:** Chris Wall, chief creative officer; Susan Westre, executive creative director; Jeff Curry, group creative director; Aaron Griffiths, group creative director; Greg Kaplan, group creative

### Winner

director; Zack Holliday, art director; Amy Hodgins, art director; Ben Hughes, copywriter; Mark Emerson, associate creative director/copywriter; Lee Weiss, executive producer; Kristen Ettinger, assistant producer; Jeff Feuerzeig, director. **Why we liked it:** We Chasers had almost lost hope for IBM, usually a frontrunner in our Best competition, until we came across the online video called "NYPD," part of the larger "Satin Curtain" campaign, and our faith was restored. It is classic IBM, finding a great customer-based story to tell and then telling the heck out of it. Everything from the way the speakers are framed to the manner in which the story of helping create New York City's Real Time Crime Center is told through the search for one criminal with "sugar" tattooed on his neck. This is IBM advertising at its best. A gritty opening takes us to a pizza parlor, the scene of an armed robbery. We then are walked through the investigation by real NYPD officers who were able to use the identifying tattoo, with the help of IBM technology, to find out who the suspect was and where he lived. The filmmaking is sophisticated, with handheld cameras adding to a sense of vérité in re-enactments and descriptions of the previous data systems accompanied by shots of outdated file cabinets and dot matrix printouts. Looks like it took New York's finest to bring out IBM's.

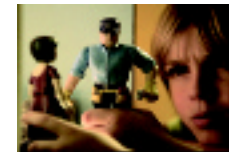


### American Standard

**Agency:** Carmichael Lynch, Minneapolis **Campaign name:** Champion 4 "Mega Plumber Action Hero" **Launch date:** June 2007 **Creative credits:** Andy Clarke, executive creative director; Bob Berken, creative director; Matt Pruett, art director and copywriter; Gilberto Muinos, copywriter; Craig Nordeen, illustrator; Brynna Hausmann, broadcast producer; Andrew Pautz, account manager; Josh Thacker, director and editor, Fischer Edit; Rick Myer, music/sound design, Modern Music. **Why we liked it:** Remember, we love dolls.

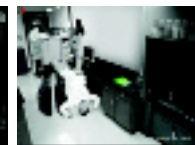
### Runner-up

This viral video was created for the launch of a toilet and is done in the style of a Saturday morning toy commercial. The little girl's mom doll's dinner party plans are about to be spoiled by a stopped-up toilet when Mega Plumber Action Hero arrives. The mom tells him how rough the kids and dad are on the toilet, to which the dad doll adds "I don't mess around." Mega Plumber Action Hero wastes no time and returns from his truck with a new Champion 4 toilet from American Standard. A computer rendering of the toilet appears with a green vector skeleton that gets covered in a porcelain skin. All the while the boy explains the clog-free virtues of the Champion 4. The video ends with an offer to get your own Mega Plumber Action Hero at plumberprotects.com, barely getting in "adventure van sold separately" before the last "go!" of the jingle fades and the American Standard logo flushes, we mean flashes, by.



### Agilent Technologies

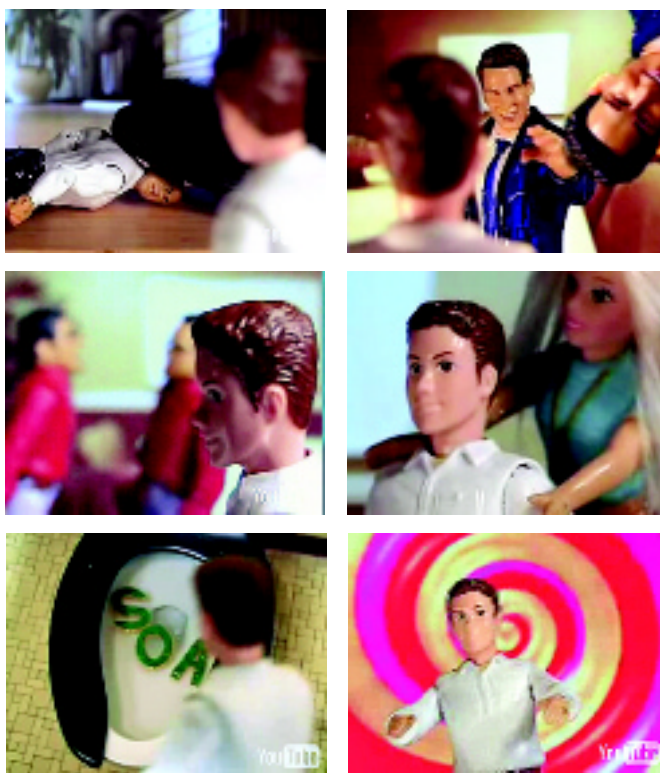
**Agency:** Hawkeye, Dallas **Campaign name:** "Heist" **Launch date:** March 2007 **Creative credits:** John Hill,



executive creative director; Paul Mouer, creative director; Robert Osano, art director; Adam Little, art director; Jennifer Bell, copywriter. **Why we liked it:** "Heist" is another example of a low budget being a blessing, not a curse. The premise of this video is simple: A scientist leaves her catalog by a copier. A sneaky co-worker tries a number of times to steal the catalog but is thwarted sequentially by a tiny guard dog, a trap door and finally the copier, which transforms into a robot before his eyes causing him to faint. These scenes are captured on what appears to be, from the angle and flashing red dot in the corner of the frame, a security camera, taking time-lapse black and white photos of the scenes. The catalog is the only other thing in color, a bright green that attracts our attention almost as much as that scientist's. The woman returns to pick up her catalog and hugs it. The overacting is somewhere between a silent comedy and a home video. But that's what's endearing.



## ONLINE CAMPAIGN



### TIBCO Software

**Agency:** Big Fat Brain, Covington, Ky. **Campaign name:** "Greg the Architect"

**Launch date:** June 2007 **Creative credits:** Troy Hitch, creative director, Big Fat Brain; Matt Bledsoe, creative director, Big Fat Brain; Dan Ziman, senior manager-direct marketing, TIBCO Software; Ram Menon, exec VP-worldwide marketing, TIBCO Software.

**Why we liked it:** Viral video is the ad choice de jour, and we couldn't be happier. After viewing much well-meaning, essentially hollow advertising showing us our global village photographed just so, it's refreshing to see such low-cost, imperfect creativity as the "Greg the Architect" campaign where, at times, you can literally see the hands behind it. The reason is that it stars dolls, which only proves that great writing will almost always trump production values. The series ("SOA This. SOA That," "ROI of the Beholder," "Focus Pocus" and the latest installment, "Off the Grid") features Greg, the harried but dependable systems architect at Techrotech Co., dealing with the demands of his clueless boss, Jerry Fleck. In a series of very funny short videos, Greg is dispatched to find a problem and fix it, overcoming incredible obstacles along the way. The videos are extremely entertaining—and we don't even know what service-oriented architecture is. We can only imagine the response from the professionals. The videos direct you to "SOANow," a free monthly journal published by TIBCO software. The real marketer here is two steps away from the ad, so how can we make this a winner? Because it gives the people advertising that they want, content that understands the pressures of their jobs and how to do them better. The goodwill generated by both the videos and the journal will pay off in potential customers who know ahead of time that TIBCO gets it.

### TransitCenter Inc.

**Agency:** Stein Rogan+Partners, New York

**Campaign name:** "TransitChek Pre-tax Commuter Benefits"

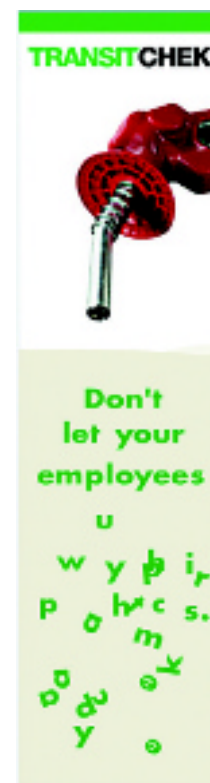
**Launch date:** August 2006 **Creative credits:**

Tom Stein, executive creative director; Antoine Rodeghiero, design director; Michael Ruby, senior copywriter.

**Why we liked it:** We love to save money, which is one of the reasons a series of banners aimed at human resource professionals from TransitChek got our

**Honorable Mention**

attention. The ads tout the benefits of pretax transit plans for commuters, and each tells how simple it is to save money by using TransitCheks. In one, a quarter bounces into view, leaving a line of the headline "Here's something to smile about at tax time." The quarter then smashes through that headline and zooms right at us as the words "Lower Taxes" appear in bright orange letters. The color green fills the screen, and we are not only told we can save hundreds of dollars but given a bright orange dimensional "Learn More" button. Another banner has a gas pump pouring gas containing miscellaneous letters into the ad frame. As the frame fills, the letters float to the top, right themselves and form the headline "Don't let your employees pump away their paychecks," followed this time by the offer of a free report called "Driving Down the Cost of Commuting." No need; we're already on board.



Banner ad



### ITT Defense

**Agency:** Carton Donofrio Partners, Baltimore

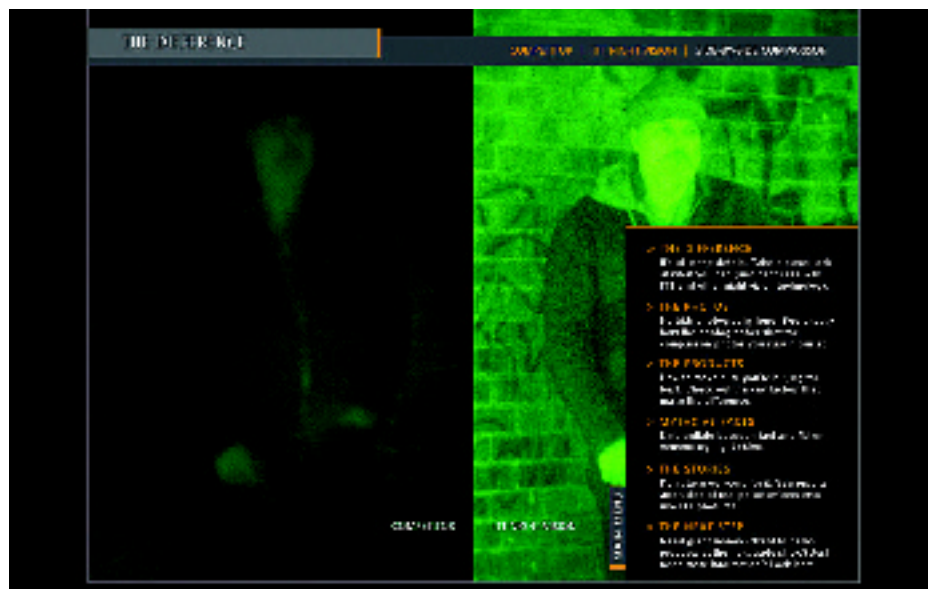
**Campaign name:** "NightVision" **Launch date:**

October 2006 **Creative credits:** Lee Gatchel, interactive creative director; Christian Childs, interactive designer; Rob Arena, executive producer, interactive; Michael Smith, Flash production; Rob Fletcher, Web developer; Lisa

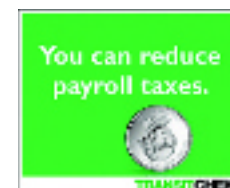
**Runner-up**

Bucklin Williams, group account leader; Charlena

Shrieves, account leader. **Why we liked it:** No whimsy here in a series of online ads for ITT's NightVision headgear used by military and law enforcement personnel to see in the dark. Carton Donofrio's creative emphasizes suspense. After a roving spot of green light moving over a black background gives us a brief glimpse of a masked man with a rifle, the words "Rollover to see what you're missing" appear. Where you point your mouse now controls what the pool of green-lit night vision sees. There's a gun! There's a knife! By the time we realize the man is wearing some sort of robe that makes him look like a stereotypical terrorist, we realize ITT is not going for political correctness. A click through to the microsite offers more of the same. A nifty side-by-side comparison with its competitor demonstrates how ITT's NightVision has a clear advantage. Case studies and product information don't mince words about the effectiveness of the technology either. If not a campaign so good it's scary, it's a campaign so scary it's good.



Microsite





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