

Greco Takes Over DMA Helm

By Scott Hovanyetz

The Direct Marketing Association's new president/CEO, John A. Greco, promised last week that no segment of the direct marketing community will be left behind during his tenure. Greco takes over as head of the DMA on Aug. 16. Retiring president/CEO H. Robert Wientzen has said he will stay with the association until the end of the year to ensure a smooth transition.

In an interview with *DM News*, Greco responded to questions about challenges facing the industry, including grumbling from some segments that they were neglect-

ed during Wientzen's tenure. Telemarketers complained that the DMA treated them as an afterthought despite statistics showing that telemarketing leads the industry in dollars generated. E-mail marketers were upset that the DMA limited its definition of spam to deceptive e-mail only, rather than all unsolicited commercial e-mail. Greco said he could not comment on the DMA's previous focus, but he wanted to ensure all parts of the industry feel well served.

"My intention is that every segment of the direct marketing industry has the attention it needs," he said. "I will organize resources

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John A. Greco Jr.



- ▶ 1974-77: RCA, design engineer and market and product manager.
- ▶ 1977-96: AT&T, marketing and business development positions, including director of AT&T's Consumer Laboratory Center of Excellence at AT&T Bell Labs.
- ▶ 1996-2000: R.R. Donnelley & Sons, senior VP of marketing and technology. Named senior VP of marketing and business development for Donnelley's Financial Business Unit in 2000.
- ▶ 2000-03: Yellow Pages Integrated Media Association, president/CEO. Helped change name from Yellow Pages Publishers Association and launched the "I Am" campaign.
- ▶ 2003-Present: Greco Enterprises LLC, co-founder. A holding company that includes a marketing services firm and a real estate investment and management firm.

Burger King Builds Whopper of a Database

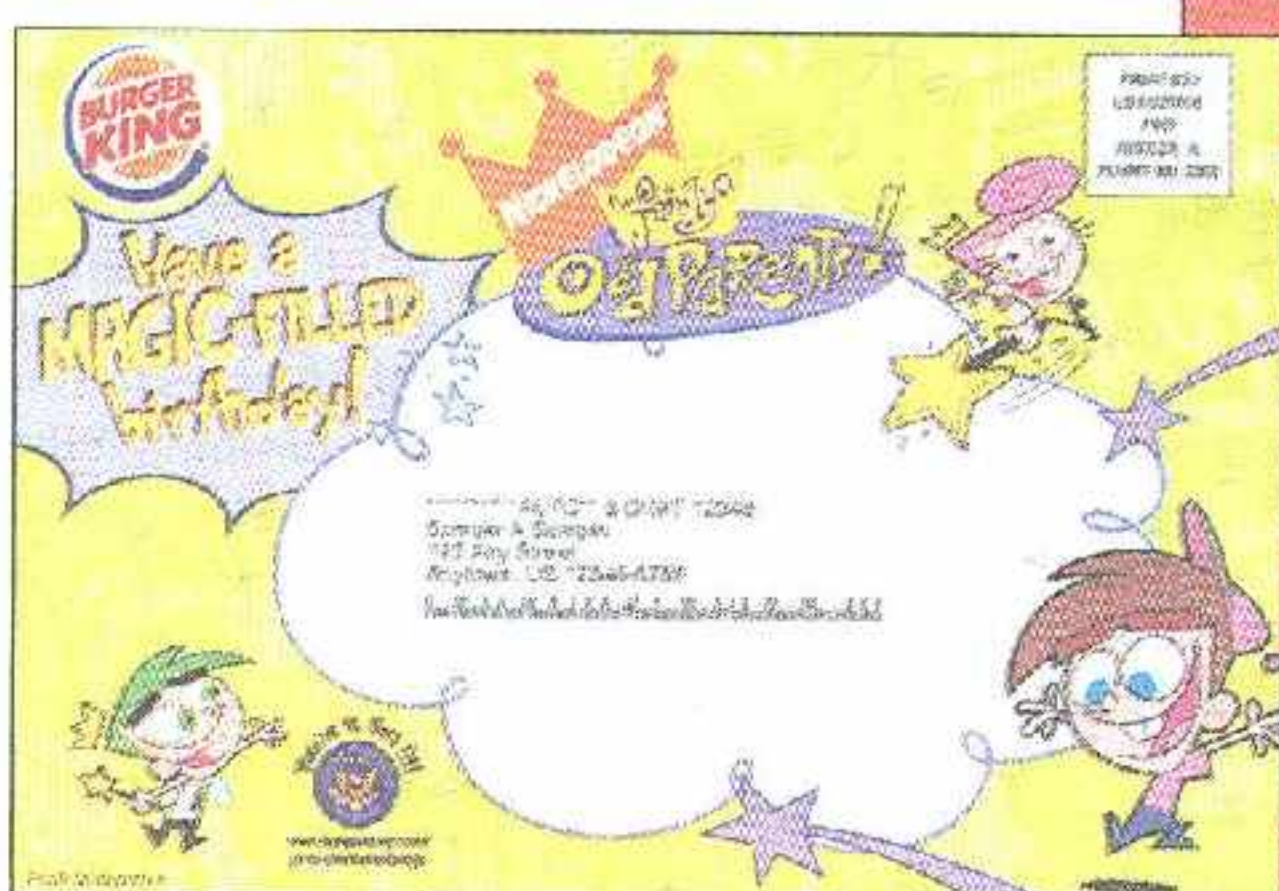
By Mickey Alam Khan

Few would guess that one of the world's largest proprietary databases of pre-teens belongs to fast-food giant Burger King Corp.

The Miami company has nearly 5 million active members in its Kids Club program, representing 13 percent of all U.S. children ages 4-12.

"It provides us with another touch point with kids and delivers a 'smile' from Burger King outside of the restaurant experience," said Brian Gies, the chain's senior director of youth and family marketing. "It's a beneficial and differentiating touch point for our brand and our promotional partners, since no one else is doing this on our scale."

Wunderman Chicago handles direct marketing for the 12-year-old program. Mail plays a central role in its loyalty-building outreach to children wooed by other brands, including rival McDonald's Corp. The mail-led effort yields several benefits, the agency said. It allows customization of offers by age, loca-



The chain has almost 5 million Kids Club members.

tion and consumer behavior. Also, the program drives profitable family traffic to Burger King restaurants as coupons are redeemed and children acquire the latest toys and consume kids-oriented food.

And receiving mail is a special

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Far-Out Actoids!

Feed the Facts and put the planet stickers in their orbits in the Solar System on page B!

1. MERCURY is the closest to the Sun.
2. EARTH is the only planet known to contain life.
3. JUPITER is the largest planet and has 63 moons!
4. SATURN's rings are made up of billions of bits of dust and ice.
5. URANUS takes 84 Earth years to orbit the sun!
6. NEPTUNE is bigger than 80 Earths!