

Part of it is finding ways to invite lives. We are always trying to invite people into our brands, not brand them in their lives. Invitation is important. Will you come on in?
 WSJ: So much of Madison Avenue's work carries with it the viewpoint of people who are based in New York, Los

Here's a great line from Sam Walton taught me. He would walk into the store and say to his manager, "I know what I know. I want to know what you know." Curiosity doesn't kill the cat. It keeps you sharp and makes you a better competitor.

Advertising Spotlight / By Suzanne Vranica

Product Placements You Remember

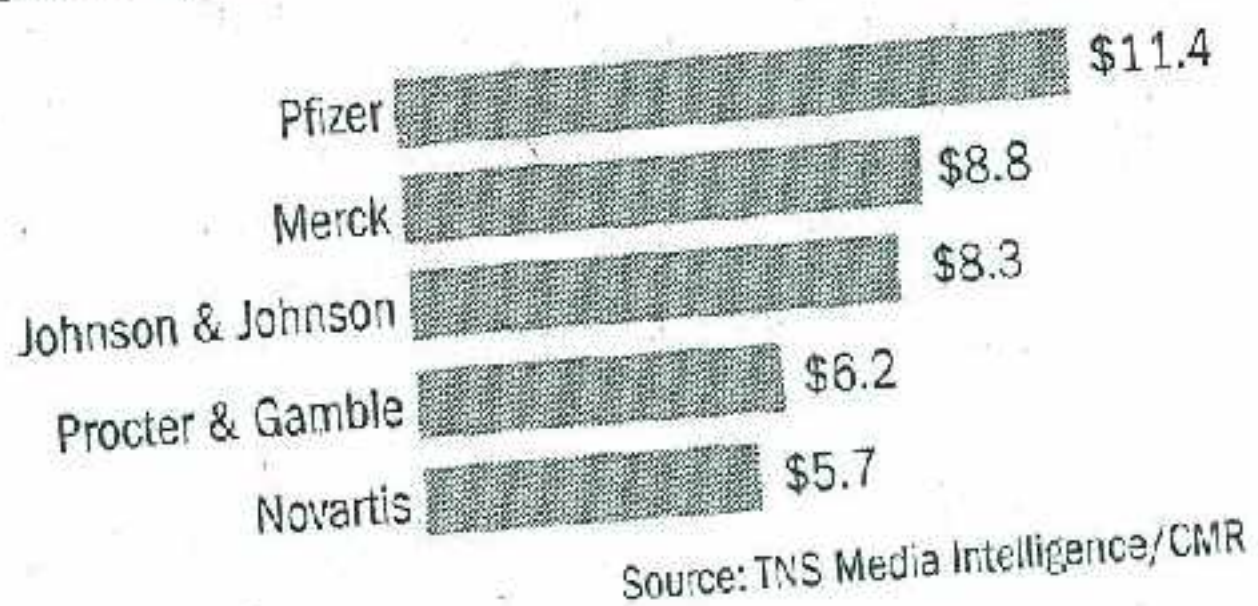
The best-remembered plugs on "The Biggest Loser," an NBC reality program that aired from Oct. 19 through Jan. 11.

BRAND	IN-PROGRAM PLACEMENT DESCRIPTION	NBC AIRING DATE
Subway	The logo is visible on race cars towed by the teams	Oct. 19
Hummer	A limousine takes the winning team to a spa	Oct. 26
Everlast	A punching bag is shown in the gym during a workout	Nov. 16
Ace	Dave wraps his ankle with a bandage	Nov. 16
Universal Studios Hollywood	Ryan and his family visit the theme park after he's lost weight	Jan. 11

Note: In-program placements were measured only if the occurrence had visual elements or both visual and auditory elements.
 Source: IAG, a firm that tracks product placements using an online panel of 100,000 TV viewers.

Big Spenders

As Viacom's CBS debates what its newscast format will be following the retirement of Dan Rather, some marketers have a lot riding on the decision. Here, the top five advertisers on "The CBS Evening News." (Spending in millions.)



McDonald's Asian Marketing Takes On a Regional Approach

By GEOFFREY A. FOWLER

McDonald's Corp. is going regional in its Asian marketing, a first for the world's largest restaurant chain as it seeks economies of scale while appealing to local tastes in the battle for Asian pal-

ates continues today in all McDonald's marketing, including the prosperity campaign. The company even produced a TV ad shown around the globe. The global approach was designed to unify the messages seen by travelers and company employees, as well as to spread ad-production costs across many mar-

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L. Michael Shorty/FilmMagic