

THE HARMELIN MEDIA REPORT

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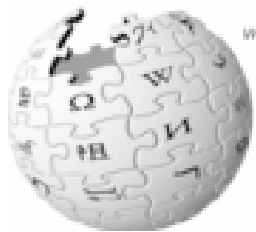
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What Was I Looking For? by Donna D'Achillo

We all do it – we go online to look up, let's say, the weather and fifty minutes later we find ourselves reading about celebrity gossip or shopping for a new pair of shoes. At some point, with all of these online distractions, we forget what we were looking for in the first place.



A term has been coined for this. WILF – 'What Was I Looking For.' YouGov, the British polling firm, came up with the term based on the findings of one of its surveys. WILF is the acronym and those who take

part in these aimless searches are known as wilfers. While the term was coined in Britain, the act of wilfing is global.

The YouGov survey polled more than 2,400 British adults and concluded that 70 percent of Great Britain's 33.7 million Internet users waste time surfing online. Almost one quarter spend 30 percent of their online time wilfing, which translates to about two full days per month. The top sites wilfers visit are shopping, news and travel. The survey also found that men are more likely to wilf than women. There is also a generation gap. Those twenty-five and under are three times more likely to wilf than those fifty-five and over.

The question for advertisers is how to reach wilfers and become part of their aimless searches? There's no easy answer. Since there is so much content to choose from, many web users lose track of their initial reason for searching the web. Some advertisers are trying to find creative ways to be in more than one place at one time on the Internet in order to reach wilfers.

Television networks are already adapting to wilfing by promoting their primetime shows

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What's in a Name? by Lamarr Cole

"What's in a name? That which we call a rose by any other name would smell as sweet." Or maybe not. William Shakespeare didn't work in marketing. You could say the word "rose" has built up quite the *brand equity* over the past few centuries. It might be a challenge to take a carnation, rename it a rose, and expect to sell more carnations...or



roses... or whatever you want to call them. One could make the same argument about the Ford Motor Company's decision to bring back the Taurus nameplate. The vehicle known as the Five Hundred, a sedan Ford launched in 2005, is being 'upgraded' and renamed the Taurus. The 2008 Taurus will hit dealerships this summer and what we now know as the Five Hundred, moving forward, will no longer exist. The decision has caused some debate and has led many to ask the question, "Did Ford make a smart move? How powerful can a name or nameplate be?"

Ford is banking on the brand equity that the company built up in the Taurus nameplate. Simply defined, brand equity is the value built up in a brand. It is measured based on how much the consumer is aware of the brand and the attractiveness and familiarity of the name. Brand equity is an extremely valuable asset to companies. It takes time and a considerable amount of marketing dollars to build it. The original Taurus was launched in December 1985 and by 1992, it was the best selling car in America, a distinction it held for five straight years. At its peak, the Taurus posted annual sales of more than 400,000 vehicles. By the late 90's however, the vehicle started to lose market share to Japanese rivals. Demand for the Taurus waned and Ford began offering heavy discounts to automobile rental companies to purchase the car for their fleets. This helped Ford to compensate for dwindling consumer demand and over-production of the vehicle. Just before Ford scratched the car in October 2006, more than 80% of all Tauruses manufactured were sold to rental car

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A Day In the Life of a PPM

by Steve Knebels

I'm a few months old now and I'm not sure what to think. I'm being carried around everyday and am subjected to various sights and sounds. I'm so confused. But that's not a bad thing! I never realized that there were so many great things to see and hear in life. I'm so entertained! Since my birth I've been praised and people have been making a big deal out of me, but I don't understand why. Apparently people were really expecting my arrival.

My parents take me outside to play quite often. I'm often accompanied by devices that look just like me and we're always side by side (although my parents don't speak into me). Sometimes they just leave me in the house though. But at least there's always something to listen to. We wake up in the morning and we get to hear about the news and traffic in Philadelphia. My friends and I like to hear this information, but my parents don't keep it on for very long. While my parents drive to work, I get to hear this hilarious talk show! Boy, does it make me laugh so hard! There are a couple of guys and a woman on the show and some of the things they say are quite naughty! I think I'll get in trouble if I repeat them. Sometimes my parents leave that same channel on all day when they get to work, but other times they don't.

My friend told me that his parents like to listen to a wonderful rhythm & blues station. That sounds so nice! I don't think his parents change the channel as much as mine do though. They leave that station on all day.

Sometimes I hear these things called "commercials." I'd like to hear more of these, but my parents never leave the station on long enough to listen to them all. I've noticed that some stations play more commercials than others though. Is that a bad thing?

Once in a while I have to go to work with my mom. While she's there, she listens to a nice, relaxing, fun radio station in the background. I always hear her trying to call the station to win something. She never wins.

Everywhere we go there is always a bunch of different kinds of music playing. My parents went shopping the other day and the store was playing music over the loudspeaker. I heard them mention that certain songs were "old," but I don't know what that means. And this other time we were walking to a baseball game and we saw a guy wearing a funny hat and boots who had a different kind of music blaring out of his truck. I never heard that before, but it sure sounded like fun!

At nighttime, I get to sleep right next to my parents. They place me in my bed and it feels so good to reflect on everything that I saw and heard throughout the day.



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Heavy Weight Ads

by Brian Hall

Big food and beverage advertisers have responded to criticism about targeting children with ads for products deemed unhealthy. The Federal Trade Commission will hold a hearing in July addressing advertising aimed at kids. Eleven marketers who are members of the Children's Food and Beverage Advertising Initiative will announce their plans for responsible marketing. Several industry leaders, including Hershey Foods, McDonald's, and General Mills, have promised to devote at least half of their child marketing efforts to promoting healthy lifestyles and nutritional diets. Kellogg's announced its plan to only advertise products that meet specific nutritional criteria to children. These foods will have no more than 200 calories per serving, no trans fat, no more than 2 grams of saturated fat, and certain sugar limitations. Kellogg's plan is estimated to affect its \$206 million children's advertising budget. Industry wide, the pressure is expected to affect over \$1 billion of marketing efforts.

While the steps these advertisers are taking are voluntary, they come as a result of heavy pressure from groups such as the Center for Science in the Public Interest and the Campaign for a Commercial-Free Childhood. Networks like Viacom's Nickelodeon and Time Warner's Cartoon Network are also catching heat from these groups for broadcasting advertisements for non-nutritional products. With critics blaming food and drug marketers and the networks that accept their commercials for the unhealthy state of American youth, some wonder what role parents should be playing.

Parents are in direct control of their children's diets and lifestyles. Parents purchase the food that their children eat. Are parents as concerned as the special interest groups about the advertisements that their kids see on television? According to a survey by the Kaiser Family Foundation, 34% of parents say they are "very" concerned with the television ads their children watch and 35% are "somewhat" concerned. Those concerned respondents report that the types of ads causing concern are toys (18%), video games (17%), clothing (17%), alcohol/beer (11%) and food (10%). So if a combined

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(Continued from page 2) **Weighty**

69% of parents are "very" or "somewhat" concerned, and of those 69%, only 10% are worried about food advertisements, then only 6.9% of parents are concerned about the food advertisements their children see. A poll from *Woman's Day* magazine and AOL Food revealed that 80% of mothers are not worried about their children's weight. Such statistics suggest that parents are not really very concerned about the effects of child-targeted food and beverage advertisements on child obesity.

So is it fair to crack down on these advertisers? Aren't the marketers in question providing legal products which, when used in moderation, pose no great threat to consumers' health. An occasional bowl of sugary cereal can be both a delicious and consequence-free treat. If Kellogg's discovers that children enjoy these products (which are only unhealthy when abused and can only be abused with parental support), why shouldn't Kellogg's advertise to this demographic group?

A wide variety of products, from lawnmowers to lollipops, have risks associated with them. Once the critics succeed and strict regulations and limitations are placed upon advertising for children's food and beverage products, what will they go after next?

Around the Water Cooler

**A Completely Unscientific Survey of Harmelin Media Employees...
This Month's Question:**

What cellphone features have you used in the past month?

Text-messaging	73%
Photographing	58%
Bluetooth feature	20%
Hands-free feature	15%
Emailing	10%
Web browsing	8%
Videeing	8%
Instant Messaging	4%
MP3 feature	3%
Just telephoning	11%



(Continued from page 1) **Taurus**

companies. What was once known as America's best selling car had become America's Favorite RENTAL car.

However, despite the Taurus' decline, it still remains one of the top three most recognized Ford nameplates behind the F-Series and Mustang. Mark Fields, Ford's President of the Americas, said at the Chicago auto show earlier this year that, "The Taurus has been an icon for Ford's family sedan for more than two decades, and it's time to return this powerful name to where it belongs." But how easy is it to do so? Ford believes that reverting back to a familiar brand makes sense in today's hypercompetitive automotive market. So many models on the market today make it difficult to build awareness for new ones. Consumer awareness of the Taurus name is double that of the Five Hundred that it's replacing.

This existing consumer awareness of the name will make marketing the new Taurus easier and less expensive. Only time will tell if the bold decision to resurrect the Taurus name will prove to be a smart and profitable one. Will giving a vehicle with lackluster sales and disappointing name recognition like the Five Hundred a badge that consumers recognize be enough to move them out of showrooms? The vehicle will be vying for the attention of new customers as well as once loyal (and hopefully STILL loyal) early Ford Taurus owners. Ford is hoping that consumers will fall in love with the Taurus again and not just see it as a Five Hundred with an identity crisis.



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through various Internet platforms. For example, ABC not only uses its main website to promote shows such as *Lost* (abc.go.com/primetime/lost/index), but also uses fan sites and social networking sites to reach wilfers.

Some websites give users the ability to add, remove, and edit the sites' content — these sites are called 'wiki' sites. One such wiki site is Wetpaint. Several advertisers are taking advantage of wiki sites. For instance, if one types in 'Lost' as the search keyword, both the main ABC website and ABC's Wetpaint wiki fan site (lostwiki.abc.com) would appear in the search results. This increases ABC's chances of reaching someone who is aimlessly searching



the Internet since these wiki sites are listed within the search results and thus encourages the wilfer to visit them.

BET is another network that uses its main website and a wiki site to promote its shows, such as the reality show *College Hill* (collegehill.wiki.bet.com).

Some advertisers also use social networking sites to reach wilfers. MySpace is a social networking site in which users can create profiles and blogs, post photos and songs, and interact with their network of friends. The average MySpace user spends about two hours per visit on MySpace and over 171 million are registered users. Many television networks have taken advantage of this platform in order to reach those who wilf within MySpace. For example, the FX show, *Nip/Tuck*, has a main network website and a MySpace page.

Both fan sites and social networking sites have given advertisers the ability to reach wilfers by using more than one avenue on the Internet. While wilfing has been around for some time, attaching a term to it solidifies its importance in the evolution of Internet advertising. Jason Lloyd, the head of broadband at moneysupermarket.com, says that "it's more than just people wandering about not knowing what they want. It's about social content and the future of the web." Thus far, broadcast and cable networks have been able to take advantage of the many platforms the Internet has to offer in order to reach wilfers. It is only a matter of time until a wider range of advertisers latches on to these techniques in order to grab the attention of the wilfer.

Harmelin Media Welcomes PHEAA and AES

Harmelin Media is pleased to announce that we've been named the media planning and buying agency for the Pennsylvania Higher Education Assistance Agency (PHEAA). Founded in 1964 as a small student loan guarantor, PHEAA now manages almost \$85 billion in assets and serves millions of students.

Since its inception, PHEAA has devoted its resources to create affordable access to higher education for students and their families. The agency has been a leader in developing innovative products and services to ease the financial burden of a college education.

American Education Services (AES) is a division of PHEAA. This division is responsible for the guaranty, servicing and provision of student loans. The revenues generated from AES operations are used to fund more than \$200 million in grants and scholarships for students. Harmelin Media looks forward to a long-lasting relationship with PHEAA and AES.



(Continued from page 2) **PPM**

In the morning, I always wake up feeling charged!

I get to hear so much music and talk that engages me, but there are also some things that I see and hear that really don't register with me yet. I'm not entirely sure why. My parents watch a lot of TV at night. They read the newspaper in the morning. Sometimes I hear music with no commercials at all, like it's the same band over and over again. I'm not sure what this all means yet, but hopefully someday I will. I get to meet a lot of different people and they all talk about and look at me like I have two heads! That's weird. Hopefully one day more friends that look like me and like to do the things that I do will start coming around. There was some chatter in our house recently that my dad wanted to send me to another family. That made me sad at first, but then I thought that might be a good thing. I'll get to see and hear new things, different from what I'm collecting with my parents now. Maybe I'll like it more. Maybe I won't. But I have a long life ahead of me, so there will always be something new to discover. I'm happy to have been born! I like the attention that I'm getting and I hope it doesn't stop.