

THE HARMELIN MEDIA REPORT

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Sponsorship Marketing by Mark Hogan

As economic times get harder, the advertising dollar seems to be the first expenditure many businesses consider shrinking. Yet ask any salesperson, and he or she will tell you that this is the time to be spending to get



your company to the forefront. While this idea may be a tough one

to grasp, the salesperson is right - to a degree. As many businesses cut ad spending in tough times in an attempt to help the bottom line, those who continue to spend can find themselves achieving higher success. The key to getting noticed is very simple: location, location, location.

With restricted budgets and more competition, advertisers are continually seeking an advantage over others in the market to make their brand stand out. So how can you compete? One option is sponsorship marketing. Sponsorship marketing is one of the fastest growing forms of marketing in the U.S. It can provide unlimited opportunities to broaden an advertiser's competitive advantage by increasing credibility, image and pres-

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Eye-Popping Media by Ryan Beck

As someone in his mid-twenties, I was under the assumption that the 3-D movie craze was limited to the 70's and 80's. I thought that after those decades had passed, the movie moguls had decided to bury all remaining pairs of those "stylish" cardboard glasses with red and blue lenses somewhere in the Mojave desert, never to speak of them again. Imagine my surprise when I learned that the movie industry had been having an on-again, off-again love affair with the technology for decades. It was first patented in the 1890's, and was tested with a live audience in 1915. A few years later it would continue its development with the first documented paid showing of a 3-D film, *The Power of Love*, in September of 1922. As this technology was getting its footing, along came the Great Depression followed by World War II. Progress on 3-D was derailed until the 1950s.



As I mentioned, my youth had me thinking that 3-D was reserved for the likes of Michael Jackson as *Captain Eo* in a Disney's Epcot Center attraction. I learned that it experienced what some consider a golden age in the early to mid-1950s with virtually every studio getting in on the craze. As studios grew tired of the upkeep of the film prints and projectors, the 3-D movies once again faded away. Technology continued to develop until its resurgence in the early 1980s, which provided the likes of *Jaws 3-D*, *Comin' At Ya!*, and *Friday the 13th Part 3*. And it's these movies that I can recall watching on Saturday afternoons with little satisfaction. They were just too cheesy.

But fast forward 20 years, and the current 3-D developments are exciting. Not only has the technology improved, but it's being embraced like never before. Directors such as James Cameron have publicly announced that they intend to film completely in 3-D henceforth. DreamWorks Animation has also committed to strictly 3-D ventures from this point forward; their first being the new movie *Monsters vs. Aliens*. On Thursday, December 4, 2008, the NFL broadcast its first 3-D game in several test theaters. Some people speculate that this is an attempt to create an alternative source of revenue - a belief currently dismissed by NFL personnel. Using the NFL's main event, a mass audience was exposed to not one, but two 3-D spots in this year's Super Bowl. On the following evening, NBC aired an episode of

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New Out-of-Home Reporting Rolls Out in Philadelphia This Spring

By JoAnne Johnson

Traditionally, out of home advertising has been limited in the measurement of its audience. Unlike print, TV and radio, whose audience demographics are based on readership surveys, ratings and audits, outdoor advertising could only report total number of cars or pedestrians passing by the location.

The Traffic Audit Bureau (TAB), in conjunction with the Outdoor Advertising Association of America, is changing the currency of the industry, much like how PPM and LPM have changed radio and TV. This new measurement is referred to as "Eyes On Impressions." EOIs will soon replace daily effective circulation (DEC) measurement.

The "Eyes On" program will measure OOH audiences, rather than just vehicular or pedestrian traffic. The new system will be especially beneficial to highly targeted campaigns. EOIs will be available on a DMA, county or even zip code level for better targetability.

The new system has already begun in Chicago, with data being released shortly. New markets will be added in April and one of them is Philadelphia. According to Steve Pechter of Steen Outdoor, there will be a transition period where DEC's will be used in addition to EOIs for about a six-month period. "DECs are still a valid measurement of circulation," says Steve Pechter, "but EOIs provide deeper information on a demographic level."

According to TAB, the Eyes On program is a comprehensive measurement system designed to be used as a currency for the buying and selling of the medium. The system's primary specifications include:

- Audiences for billboards, posters, junior posters, transit shelters and phone kiosks.
- Audience impressions and ratings for each individual panel or display.
- Demographic audiences similar to other media.
- Reports of audiences actually noticing ads.
- Consistent reporting and detail in 200+ markets.

Out-of-home advertisers should expect EOI reporting to "seem" lower than DEC counts due to the new measurement. Eyes on impressions are determined using census information in conjunction with in-person surveys conducted by TAB, then assigning a "visibility ad-



justment." In tandem, they combine to create the new criteria by which a billboard or other OOH venue is evaluated. The visibility adjustment is the new variable that accounts for ad viewership. It is a score assigned to each panel in a given market. It fluctuates depending on format, size, environment and location. Scores are based on focus group research conducted by TAB.

One of the major improvements of EOI is that the total EOIs can be broken down into demographic cells. TAB reports that demographic composition is generated by extensive travel surveys. These surveys are also the source of audience duplication which is used to determine reach and frequency as well as ratings. The demographic targets can be broken down by age, gender, income and ethnicity. Ethnicity cells are able to be broken down by African-American, Hispanic and Asian skews.

Assessing the value of an OOH location will soon be based on the number of people seeing the ad, where previously it was based on the number of people *passing* the ad. EOIs will afford buyers and planners a more in-depth measure of what is purchased because it measures the portion of the audience that *notices* the ad.

Advertisers will be able to pick the best location for their ad budget based on specific demographic needs. Billboards on the same roadway that generate the same DEC's may have varied EOIs based on variables as simple as the angle of the billboard's face.

When using EOIs, advertisers will be able to assess out-of-home media similar to how they assess television, radio, and print. TAB also believes that the Eyes On program will provide a new level of accountability that will generate more confidence and use among advertisers.

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tige within its target market.

While sponsorship marketing is a form of advertising and many times comes from the same budget as traditional advertising, it should be considered differently. A sponsorship is not a solo venture in the way that an ad campaign is. Sponsorships allow an advertiser to reach specifically targeted niche markets without producing a lot of waste. It can be a great complement to a broader campaign and presents a psychological influence on the consumer by promoting a business in association with another organization. People often infer that the advertiser is "endorsed" by the team or event.

Not all sponsorships are the right fit for every business. The first thing a marketer must consider is whether the event or organization makes sense for the product. To do this, consider these six reasons from Schmader/Jackson's *Special Events: Inside and Out*:

1. Will it enhance the corporate image and shape the consumer's attitude?
2. Will it drive sales?
3. Will it create positive publicity and heightened visibility of the brand?
4. How will it differentiate from the competition?
5. Will it provide a corporate "good citizen" role?
6. Does it help enhance business and consumer VIP relations?

If the sponsorship concept passes these initial questions, it's in good shape, but it doesn't end there. An advertiser needs to take the time to consider all the elements, the result potential, and refine the sponsorship with the organization. Creativity is the key to making a brand stand out from the rest, and one way to do this is by engaging the audience through participation.

A successful sponsorship is one that creatively associates one brand with another and leverages the partnership through many forms of media, providing multiple touchpoints for the brand to the consumer. In-store displays, product packaging, as well as commercial, online and mobile messaging can be extensions of the sponsorship and will provide various levels of interaction with the consumer.

One local example is Tastykake's sponsorship with the Philadelphia Eagles. In addition to signage within Lincoln Financial Field, Tastykake leveraged the Eagles brand and logo to increase its product sales. Specially-marked Eagles-branded packaging of Tastykake products con-

tained a scratch-off chance to win tickets to an Eagles game. Fans could text the code to a specified number or enter it on Tastykake's website to find out if they won. Additionally, each fan who entered was eligible for a chance to win season tickets for the next year.

Tastykake promoted the contest during Eagles broadcasts as well as in additional media such as radio, TV, and outdoor, using the Eagles brand extension to create a mental appeal with a specific target audience - Eagles fans. The only way fans could enter the contest was to purchase a Tastykake product. And by using specific product lines, Tastykake was able to track immediate and long-term impact on sales figures to gauge the sponsorship's effectiveness.

As marketers struggle to keep media budgets intact, leveraging one brand with another can help to extend the reach of the campaign without costing the business more. If successful, the use of one company's brand as an extension of another can have a generous impact on the bottom line. And as partners, both can move forward by utilizing each other's media in mutually beneficial ways. The keys to making it a success are choosing the right organization (location) and being creative with the sponsorships and its placements.



Around the Harmelin Water Cooler

An Unscientific Survey of Harmelin Media Employees
This Month's Questions:

What's your favorite primetime TV program this season? How do you watch it?

LOST - 35%
 Watch it Live 30%
 Watch it on DVR 40%
 Watch it onDemand 20%
 Watch it Online 10%

24 - 22%
 Watch it Live 70%
 Watch it on DVR 20%
 Watch it onDemand 0%
 Watch it Online 10%

THE OFFICE - 16%
 Watch it Live 35%
 Watch it on DVR 45%
 Watch in onDemand 10%
 Watch it Online 10%



(Continued from page 1) **3-D**

its show *Chuck* using 3-D technology.

There are two important things in all of this. The first is how quickly people are adapting to the use of the technology. 3-D is nothing new, however, it seems that the historical trend for this film format typically lasts 4-5 years before disappearing again. Yet this time 3-D appears to have already outlived prior cycles. It came back onto the scene in approximately 2003, and judging by its history, it should have started to fade already. But with various film studio commitments, the technology is unlikely to disappear soon. Additionally, the 3-D commercials and TV programs required the audience to be proactive and seek out the technology in order to enjoy the experience. Intel had produced 125 million pairs of glasses to be provided at various retail outlets. In



Europe, there are stylized 3-D glasses that consumers can purchase to feel more comfortable and perhaps less silly than wearing the glasses provided by theaters.

This quick assimilation points out the potential revenue that can be generated. The glasses needed during the Super Bowl were available at Pepsi and Sobe displays, thus driving people into supermarkets and other retailers. One of the two spots was a movie trailer, enticing viewers to visit the theater for some prolonged 3-D exposure. Recently,

the horror movie remake *My Bloody Valentine* was released both in the traditional format and in 3-D. It made \$27 million in its opening weekend with 71% of the profits generated by the 3-D format. The movie itself had little noticeable product placement, but curiosity has me asking the question 'what if?' What would have happened if the upcoming *Transformers* movie had been filmed in 3-D? Since it was backed by GM, would we have been seeing a spike in automobile sales as viewers were able to view the vehicles with the additional dimension? As the technology gains prominence, it will be interesting to see how it affects the advertising and marketing landscape. It may be some time, but there's already talk of bringing the format into your own home. And if you can already see the dancing Sobe lizards from your living room, I wonder if it's only a matter of time until a can of Coca-Cola can be projected onto your coffee table.

Are you FREE this summer? The Wildwoods are!

Harmelin Media helped launch a new campaign for our longtime client, The Wildwoods. The campaign, which was created by Signature Communications, lets potential vacationers know about all the free things to see and do in the Wildwoods and that, unlike most New Jersey shore towns, the Wildwood beaches are free. You can swim, sunbathe, build sandcastles, or just relax for free on the Wildwoods' Atlantic Ocean beaches. Other Jersey shore towns charge each visitor as much as \$12 per day for a beach tag. Not so in the Wildwoods!

The campaign has already generated a lot of media interest. CBS3 recently ran a news story about the Wildwoods and its free beaches. We're looking forward to a successful summer season for our client, The Wildwoods. If you'd like more information on all the free events and activities going on this summer in the Wildwoods, log onto www.wildwoodsny.com and check out their press release at <http://www.prnewswire.com/mnr/wildwoods/37235/>.



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