

THE HARMELIN MEDIA REPORT

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A New Way to Look At Print Media by Cyndi Graiff

The Audit Bureau of Circulation (ABC) announced recently that they would be developing a major change in the way that they report newspaper circulation. The current reporting reflects the number of actual publications printed on a daily basis and where they are distributed. It also includes the amount of that circulation that is paid, non-paid, and subscribed versus newspaper stand or drop locations.

ABC will incorporate print circulation with audience readership and print/online net reach estimates from Scarborough Research. They will also show the online vehicles' audiences from Nielsen//Net Ratings and comScore estimates.

The first round of these new ABC numbers will be released in early November. The reports will reflect activity for the six-month period ending September 30, 2007. Audience-FAX, the name of the new report, will give an objective report for media buyers and advertisers to see newspaper reach not only through traditional print vehicles but through their online extensions.

All estimates in Audience-FAX will be audited by ABC and reported in the newspapers' Publisher Statements, Audit Reports and FAS-Fax. The reports will help to create a new database of information that will be hosted by Scarborough and available to ABC members. The online database will allow buyers to generate custom reports comparing national and local newspapers in selected markets and among demographic segments.

Another announcement made recently was that over 225 newspapers across the U.S. have signed a deal with Google. Publications such as *The New York Times*, *Washington Post*, *Chicago Tribune* and *Seattle Times* have signed up with Google in order to help lure back advertisers.

The Google program links local newspapers to advertisers throughout the country. Advertisers will be able to choose publications based on geography, circulation size, ad-size availability and other factors. Once the creative has run, advertisers will receive an electronic tearsheet as proof of purchase.

Google has a similar program with some magazines, with Google buying space and then reselling it to advertisers. With its newspaper version, Google works with the publications to sell their space. Advertisers will pick their size, day, section and place a "bid" for their space. At that time, the publisher can de-

In-Store Advertising by Lisa Rothmiller

Advertising 101 tells us that one of the most effective placements of an ad is at the point of sale. This adage explains why shopper marketing is on the rise among retailers and packaged-goods advertisers.

Shopper marketing includes trade promotions and private-label advertising; however, the more recent boom in shopper marketing references any in-store media that reaches the consumer at the point of purchase. This includes check-out counter TVs, floor and shelf talkers, store signage and displays.

Over the past three years, marketers have nearly doubled their in-store marketing expenditures, despite a lack of audience measurement data. According to a report by Deloitte Consulting for the Grocery Manufacturer's Association, shopper marketing has grown from 3% of its members' advertising budgets in 2004 to 6% in 2007; it is expected to reach 8% of overall marketing budgets by 2010.

Proctor & Gamble, the world's largest packaged-goods advertiser, recently released its financial reports, which reflect \$500 million annually spent in shopper marketing out of \$8 billion in global advertising. According to the Deloitte findings, P&G may be slightly behind other marketers in the industry based on share of advertising expenditures in the 'in-store' media category.

With the surge of media spending in shopper advertising, there has

Sit Down and Shut Up... by Gail Hillegass

Why is it that controversial radio hosts, sometimes referred to as "shock jocks," have been falling under fire as of late? They were hired for a purpose — to stir the pot and raise a little hell. In return for this potentially dangerous move, radio stations are typically rewarded with a loyal band of listeners and potentially high ratings. At the height of his terrestrial career, Howard Stern dominated the airwaves. At one point, his Arbitron numbers were so strong in New York that his morning ratings nearly tripled the station's average for the remainder of the day. A shock jock's daily opinions can be voiced on any topic ranging from politics, race, sexuality, and everyday life among other things. However, it seems as though in today's social climate, controversial talk has become a controversy in itself.



While some DJs have been hired to bring attention to themselves, it seems that too much of a good thing can turn quite ugly. One of the first incidents involving the modern day "shock jock" was in 1985, when Howard Stern was fired from WNBC-AM radio for a sketch involving "bestiality." Now 22 years later, there has been a flourish of activity. On April 4th of this year, Don Imus made racially disparaging remarks about the Rutgers University women's basketball team. The public was enraged and the subsequent fallout was a suspension by CBS. The following day a pair of New York DJs made an inappropriate prank call to a Chinese restaurant. Their phone call was also considered racially derogatory and a little over two weeks later, the hosts were indefinitely suspended without pay. The trend continued in May with another DJ in Milwaukee being suspended for commentary about the recently deceased mother of a rival. Claiming that the death was caused by his rival and that the woman was deserving of her end, he too was suspended for an unspecified amount of time. The most recent suspension was dealt to the well-known duo of Opie and Anthony in May of 2007. They are not strangers with getting into trouble. They were fired from their last terrestrial radio station in August of 2002 for a prank in which they encouraged a couple to engage sexually inside St. Peter's Cathedral in New York City. Most recently, they were hit with a 30-day

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Viral Marketing by Jennifer Miller

Every morning you come into work, log onto your computer and sift through emails. Sometimes you come across a silly forward from a friend of yours, with the topic ranging from friendship, money, or the war. But something about it peaks your interest and you decide to forward it to another group of your friends. In turn, they forward it on to their friends, and so on. This doesn't seem like anything more than a typical day to you, but you have just become part of a viral marketing strategy.

We've all heard of it, but what exactly is viral marketing? It is defined as "a marketing strategy that facilitates and encourages people to pass along a marketing message." The best part of it for the marketer? Viral marketing campaigns are word-of-mouth — they don't cost anything! No marketing dollars are required — just some creativity, time and effort.

There are six key elements for a successful viral marketing campaign, according to an article written by Dr. Ralph F. Wilson, an e-commerce consultant. The campaign does not necessarily need to encompass all six elements, but the more you have, the more successful the campaign will likely be.

1. **Gives away products or services.** Most viral marketing campaigns include a free giveaway of a service or product to attract interest. Where "cheap" can be an eye catcher, "free" tends to grab someone's attention much faster. However, the company using the viral marketing campaign will not experience immediate profits. Patience is the key, because once it begins to take off, money will begin to roll in.

2. **Provides for effortless transfer to others.** The term "viral marketing" derives from the fact that a virus is so easily transmitted. Just like a virus, the medium that carries your message must be easy to spread — email, websites, downloads, etc. The message must also be simple. The shorter, the better!

3. **Scales easily from small to very large.** Once the viral marketing campaign begins, the company must be prepared for it to spread. It may start off very small and then become a huge success overnight. A company has to plan ahead of time in case this happens.

4. **Exploits common motivations and behaviors.** The natural urge for people is to

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cide to accept or deny the bid. Buying print through Google may not be as cost efficient for an advertiser as negotiating directly with the publication. A strong agency should be able get a better price for its clients by negotiating directly with the publication than by bidding. The Google 'bid' should be the highest price that a savvy buying would pay for an ad.

How will this affect the way we look at print media? For years stories have been written, and the audit statements have shown, declining circulations for newspapers. The industry claimed that the younger readers were still there, but they had just moved to the online version.

With the advent of Audience-FAX, print media will be able to show whether that statement is indeed fact. As with any other new audit system, kinks will occur and buyers will have questions as to how the numbers are being shown. It will be interesting to see how they will show the packaging of the audience that comes from two different mediums, but is the content of one medium.

Advertisers will have to relook what was once thought to be a medium on the road to extinction. With the combination of Google's partnership and ABC's new audit method, newspapers may be getting more consideration than in years prior.

However, with a renewed sense of optimism comes a challenge to newspapers. They must become innovative with products and opportunities to advertisers in order to lure them back and keep them. Additionally, they must maintain or renovate their content/products in order to keep their current audience and lure in new ones.

As with any changes there will be scrutiny. Considering past incidents where publications "fudged" their circulations, the numbers/reports that will result from this new way of auditing will be dissected and questioned by knowledgeable buyers. The promise is that buyers will be able to evaluate newspaper advertising in a new light for their clients, as well as giving new options and opportunities to promote messaging in an 'old' medium.

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suspension for a homeless man's remarks regarding Condoleezza Rice, Laura Bush, and Queen Elizabeth. What makes the new incident so much different is that they were suspended from XM radio, a satellite service that does not fall within FCC content restrictions. XM radio is a paid service and it has a designation for any station that could potentially use inappropriate language such as cursing. Having paid for the service, many listeners complained that the suspension should not have occurred and some even threatened to terminate subscriptions. While they did not remove the suspension, XM did provide some unsatisfied customers with three months of free service.

One has to wonder what the point would be to hire such a DJ if ultimately he was going to be punished and/or fired for doing his job. This isn't to say that racially or sexually derogatory comments should be acceptable on the airwaves, let alone anywhere else. But stations are aware of the reputations of these radio personalities before their arrival. Typically the stations don't react until there is a public outcry. Had the Catholic Church not threatened Opie and Anthony's station, they may still be on the terrestrial airways. That particular prank was used two times prior to being caught in the church, but at other locations. However, no one said anything, and the DJs went unsuspected. It isn't until the heat becomes too great that station owners no longer want to be associated with their employees. Rather than risk the backlash and public relations nightmare, the stations should consider the consequences before they act. Shouldn't the radio stations be willing to accept the publicity of a negative remark — they're willing to reap the rewards when these DJs are on the air?

Around the Harmelin Water Cooler

What's Your Favorite New Show of the New Primetime Season?

| | |
|--------------------------------|------------|
| Pushing Daisies (ABC) | 16% |
| Private Practice (ABC) | 16% |
| Dirty, Sexy Money (ABC) | 14% |
| Gossip Girl (CW) | 14% |
| Big Bang Theory (CBS) | 8% |
| K-Ville (FOX) | 8% |
| Journeyman (NBC) | 8% |
| MadMen (AMC) | 8% |
| None | 10% |



The Harmelin Media Report

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been a fervent need for manufacturers and retailers to be able to track who is seeing their ads, as well as to try to measure the effectiveness of their messages. It has been difficult for marketers to do any post-analysis on 'in-store' advertising initiatives following campaigns, due to the lack of traceability. Nielsen Media Research is on the verge of providing audience measurement for this medium. In conjunction with the In-Store Marketing Institute and PRISM (Pioneering Research for an In-Store Metric), Nielsen conducted a 32-week test study on the new system to evaluate in-store audiences and has recently provided pilot results. The Nielsen/In Store Marketing/PRISM program shows measurements of reach and frequency, comparable to television metrics. The system uses a combination of infrared sensors that detect consumers as they walk in the store and human counters who track the number of people who travel down each aisle and the percentage of people who actually purchase an item from that aisle.

According to the Deloitte study, the Nielsen tool for gauging consumer audiences has many marketers planning to spend more on shopper marketing (and possibly less annually on trade promotions). Proctor & Gamble's COO Robert McDonald recently noted that nine out of ten trade promotions do not have a positive return on investment. P&G has been able to optimize its media spending over the years based on measurable audience data and ROI information. It is possible that Nielsen/In-Store Marketing/PRISM can provide marketers with the needed statistics that will allow them to invest in new, measurable and profitable brand-boosters, such as in-store marketing.

Harmelin Media Welcomes Birds Eye Voila!

Harmelin Media is pleased to announce that we've been asked to plan and buy online media for Birds Eye's Voila! line of frozen meals, with Circle 1 Marketing, our Birds Eye partner agency. Based on Clarence Birdseye's expertise in freezing vegetables, Birds Eye Foods pioneered the complete frozen bagged meal category in 1998. Consumers had a desire for quick, nutritional, delicious, complete meals with vegetables and lean meat. Voila! fulfilled the consumers' needs.

Voila! comes in two convenient sizes: Classic Voila! and the new 32 ounce Family Skillets. Voila! has 16 varieties including Chicken Parmesan, Beef Lo Mein, and Teriyaki Chicken. Harmelin Media looks forward to a long-lasting relationship with Birds Eye and its Voila! brand.

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communicate. Communication produces millions of websites and billions of email messages. If your campaign can design a marketing strategy that builds on existing motivations and behaviors, it should be successful.

5. Utilizes existing communication networks. Most people are social. Each person develops a network of friends, colleagues, and associates. Social scientists say that the average person has a social network of about 8 to 12 people. People are also very social when using the Internet. They develop networks of relationships — they have specific people to whom they send emails, and websites that they browse. If you can place your message where there are existing communications between people, your message can spread rapidly.

6. Takes advantage of others' resources. It's simple. Utilize the competition. Place your marketing message on someone's webpage other than your own. Now someone else's webpage is relaying your message as well.

MSN's Hotmail is one of the best examples of a successful viral marketing campaign. Using viral marketing, Hotmail grew a subscriber base more rapidly than any company in history. Hotmail is now the largest email provider in the world; within its first year and a half, it had signed up more than 12 million subscribers. Hotmail spent less than \$500,000 on advertising; compare that to the over \$20 million that Juno (Hotmail's closest competitor) spent. So beware, not everyone who attempts viral marketing strategies are successful!