

PORTFOLIO

December 2013 Volume 53 No. 12



PORTFOLIO

Published by



The American Advertising Federation - Cleveland
4700 Rockside Rd., Suite 325
Independence, OH 44131
Ph: 216-901-4000 Fax: 216-901-4003
www.aafcleveland.com

email: adassoc@aafcleveland.com
2013-2014 BOARD OF DIRECTORS OFFICERS:

President: Tony Weber
VP Programming: Jean Gianfagna
VP Membership: Julie Telesz
Editor: Dan Leibundgut
Produced by: Amber Counihan
Ad sales: Contact John Moore
(216)721-1800x124
www.lpcpublishing.com
VOL. 53, NO. 12, DEC 2013

MISSION STATEMENT:

The American Advertising Federation - Cleveland exists to promote the vitality of the communications industry in Northeast Ohio through professional education, recognition of excellence, public service and social activities that are relevant to our members and the community.

DIRECTORS:

Randy Carpenter, Dick Clough, Roger Frank, Dave Grager, Andy Halko, Chris Jungjohann, Anthony LaGuardia, Stephanie Landes, Todd Saperstein, Jason Schafer, Whitney Scott, Lisa Zone

ASSOCIATE DIRECTORS:

Charlene Coughlin, Kelly Stimpson, Grace Heese, Lisa King, Tom Moore, Alana Munro, Karen Ohlrich, Mike Peterson, Ben Sabol, Sean Szczepinski, Katie Riley, Jim Gagen, Sam Forgione, Christian Turner, Sharon Toerek, Samantha Siebert

FROM THE EXECUTIVE DIRECTOR



Black Friday Blues

So I suppose Black Friday is now Black Thursday and soon to be Black Wednesday –

Tuesday, you get my point. **Can retailers and their marketing arms give us a break?** Can't they give us 24 hours without door buster sales and the 3:00 am specials? I get it a good chunk of a retailer's revenue is generated around the holidays but when is it enough? What does it say about our society when we can't take a little time to reflect and give thanks and perhaps give back to those who are less fortunate. I hope in years to come we don't ever get to Black November.

Congress is at it again with the draft tax reform legislation. **The bill would only allow 50% of advertising expenses to be deducted in the current year, with the remaining 50% amortized over 5 years.** This is a serious threat to our industry and AAF-Cleveland is working with national AAF and other clubs throughout Ohio to keep our members informed and to let our congressman know how we feel about this proposal. Get involved and let your elected officials know that this is critical to our industry. You can find more information and a sample letter [here](#).

Don't miss the ADDYs. You can enter through January 3, 2014, show us what you've got.

[Enter here.](#)

NEW MEMBERS

AAF-Cleveland would like to welcome the following new members.

Craig Coffey – Lincoln Electric

Madeline Edminister – Marcus

Thomas LLC

Shannon Olear – Marcus

Thomas LLC

Joe Santoli – The Adcom Group

Krista Beyer – Wyse

Sarah Speice – Wyse

Jack Gazdik – Zig Marketing

Kris Patel – Zig Marketing

Alyssa Purvis – Western Reserve

Historical Society

AROUND TOWN

Brokaw, a Cleveland-based advertising agency that was recently named Ad Age Small Agency of the Year for its culture, announced **the hire of brand strategy director, Tim Laubacher—formerly strategic planning director at JWT Action.** At Brokaw, Tim will lead all research and brand strategy, as well as a cross-disciplinary agency team in developing and delivering actionable insights for Brokaw's growing national client roster.

Prior to Brokaw, Tim worked as a brand researcher and strategic planner at agencies like JWT, Marcus Thomas, and GSW Worldwide. From healthcare to restaurant to consumer to B-to-B brands, Tim's list of brand experience includes companies like Nestle, Johnson & Johnson, OhioHealth, Ohio State Medical Association, Charley's Grilled Subs, Kimberly-Clark, MTD, and Tylenol.



Melamed Riley Advertising Wins Can Castle

Congratulations to Melamed Riley Advertising for winning both the Fan Favorite & Judge's Choice for the 2013 AAFCLE Can Castle.

CORPORATE MEMBERS (click names for links)

- COSE
- Chancellor University
- Doner
- flourish
- Glazen Creative Studios
- hfa
- Hughie's Audio Visual
- Insivia
- Jumpstart Video
- JWT Action
- Kent State University
- Little Jacket
- Marcus Thomas LLC
- Melamed Riley Advertising
- Parker Hannifin
- Recess Creative
- Repros Color
- Time Warner Cable Media
- The Adcom Group
- Think Media Studios
- Strongsville.com
- Virginia Marti College of Art & Design
- Wyse Advertising

NOCA

It's Never Over Till It's Over

Watching the conclusion of the Auburn-Alabama football game brings to mind a very important business lesson: It's Never Over Till It's Over.

Alabama effectively lost the National Championship because their field goal team failed to cover a kick. They forgot that a long field goal is the same as a punt and needs to be covered as such. It's hard to comprehend that a team as successful as Alabama has been over the past few years didn't know this and hasn't practiced this.

Apparently they thought that once the kick was away, their jobs were done. Not so. There was one smart, aggressive player from Auburn who realized this and took advantage of it and Auburn was the better for it.

The same is true in business. Despite the best of intentions and all the promises in the world, it's never over until it's over. Not until the check is cashed and safely deposited in the bank. Then, it's time to relax.

Jim Tabaczynski
President, NOCA
Send your comments to:
jptab@jptgroup.com

BLOG ROLL

It's Almost 2014: How Well Is Your Brand Helping Customers?

We've Got to Deliver Services When and How Consumers Want It – On Their Terms
By Michael Lazerow, CMO
Salesforce Marketing Cloud
Here is a raw framework I'd like to share. This is me thinking out loud, so please share your thoughts.

[More here](#)

ADDY ENTRIES – NOW ACCEPTED

Our new entry system is live and able to accept your entries. Please note the following important information and changes:

NEW FOR THIS YEAR:

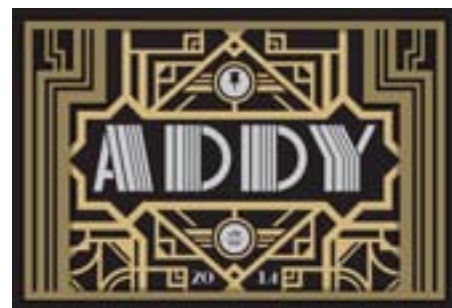
1) BROADCAST UPLOADS
All television spots, radio commercials and videos must be uploaded when you complete the entry information. No DVDs or CDs will be accepted. You will NOT be required to upload artwork for any other category although it is recommended.

2) You can now duplicate entries.

3) You can, but do not have to, enter credits at this point.

4) Digital entries require a working URL to be judged.

REMEMBER: All broadcast entries that have been uploaded will still need to have an entry form for each entry submitted in an envelope.



Non-broadcast and non-digital categories still require hard copies of the work for judging. Deadline to enter is January 3, 2014 [Enter here](#)

CALLING ALL STUDENTS!

Our Education Foundation is seeking qualified MarCom students to enter into our Rising Star Internship Competition. You'll win an internship with AAF-CLE, receive a stipend and a scholarship and spend time at local agencies learning the business from the inside out. Deadline to enter is December 31, 2013. [More information here](#)

2014 **AAF CLE** 2014

The Rising Star

INTERNSHIP COMPETITION

Sponsored by

American Advertising Federation of Cleveland's Education Foundation

AAF-Cleveland's Education Foundation is proud to announce the FIRST ANNUAL David Stashower and Marcus Thomas Internship Program!

Are you looking for an internship that will get you in front of the greatest and most talented advertising professionals that Cleveland has to offer?

Apply for the AAF-Cleveland's Education Foundation by 12/31/13 and you could be hired by AAF-Cleveland to work in the field of your dreams **AND BE PAID FOR IT!**

Maximize your career training and positioning, field experience and networking opportunities with AAF-Cleveland's support.

Finalists will be selected from the submissions and the winner will be announced at the ADDY Awards on February 20th, 2014.

The winner will work with AAF-Cleveland for 15-20 hours per week, paid as an intern from June 2014 through the end of Fall Semester 2014. In addition to this experience, the winner will have the opportunity to tour local Cleveland agencies and shadow in areas of personal interest while networking as a representative of AAF-Cleveland.

www.aafcleveland.com

Flyer Design: Jessica Sheneman
Graphic Design Student, Virginia Marti College of Art and Design

ROLLING STONES: 50 YEARS OF SATISFACTION – JANUARY BROWN BAG SERIES

Museum launched a fan-generated interactive exhibition on May 13, 2013, actively encouraging people from all over the world to share their photos of memorabilia, artwork, Rolling Stones concerts and more that will populate a multimedia display in the Museum's Rolling Stones exhibit as well as online. Space is limited, [register here](#).

On Wednesday, January 8, 2014, Margaret Thresher, Director of Communications at the Rock Hall will present a grass roots marketing case study on the promotions surrounding the opening of the Rolling Stones exhibit.

For the first time, the Rock and Roll Hall of Fame and

ON THE SCENE



Photos from our November Professional Development Luncheon

- 1. Tom Moore, Jenny Chalk, Anthony LaGuardia
- 2. Maura Stewart, Maeghan Gorman, Jamie Meggas
- 3. Tony Weber, David Mogensen, Jean Gianfagna
- 4. Debbie Jarab, Renee Kopfer, Laura Kuenzel

- 5. Mary Hipp, Patrick Miller, Janet Cho
- 6. Sharon Toerek, Jim Tabaczynski, Lisa Zone
- 7. Ellen Malloy, Ann Presley



2013 ADDY EVENT SPONSORSHIPS

Presenting Sponsor - \$1,000 (1)

- 4 tickets to event
- Signage at event
- Collateral table at event
- Logo on all promotional material
- :30 second commercial shown during event
- Announce Best of Show winner
- Logo as Presenting Sponsor on Showbook cover
- Full-page, 4/c ad on inside front cover of Showbook
- List of attendees

Co-Sponsor - \$700 (3)

- 2 tickets to event
- Signage at event
- Collateral table at event
- Logo on all promotional material
- Announce one of the Judges Choice awards
- Half-page, 4/c ad in Showbook

Bar Sponsor - \$600

- 2 tickets to event
- Signage at each bar location
- Logo napkins at each bar location
- Signage at event

ADDY Show Commercial - \$100

- :30 second commercial to run once during the award ceremony
- Discounts for multiple spots, max 3
- \$175 for 2 — \$250 for 3

Showbook Ads

- Full-page, 4/c - \$300
- Half-page, 4/c - \$200

Banners - \$100

- 3 foot, logo banner hung at event

Commemorative ADDY T-Shirt - \$750

- Logo on commemorative t-shirt given to all attendees
- 2 tickets to the event
- Logo on all promotional material

ADDY Award Event, February 20, 2014
 ADDY Judging Weekend, January 17-18, 2014
 Contact AAFCLE Executive Director
 Dan Leibundgut at 216-901-4000 x-11 or
dleibundgut@aafccleveland.com to secure your
 sponsorship.