



# PORTFOLIO

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Ph: 216-901-4000 Fax: 216-901-4003

www.aafcleveland.com  
email: adassoc@aafcleveland.com

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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.

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ON THE COVER

The cover design is a fun take on the Cleveland Skyline, depicting the Terminal Tower sending out love. Design done by Holly Schafer. Holly is a freelance art director in Northeast Ohio with more than twelve years of experience.

{H} holly schaffer design –  
www.hollyschafferdesign.com



## FROM THE TOP

There is still a “buzz” in the air in the MarCom community after Jeff Charney’s inspirational AAFCLE luncheon program this past month. That buzz will carry us right into our next program, which is our signature event – The Addy Awards, Feb.28 at the historic Agora Theater.

The Addy Awards is the world’s largest advertising competition with over 50,000 entries annually. Gold and Silver awards will be presented at the event – then go onto regional and national competitions.

Come, mingle and party with Cleveland’s “Creative Class” and check out the top creative work of the year!

Another exciting program starting in February is our inaugural Brown Bag Luncheon Series, which starts on February 13 at the AAFCLE

### Tony Weber, VP of Programming

Amphitheater in Independence with former AAFCLE President and current Assistant VP of Marketing at Cleveland State University, Rob Spademan with his presentation, “Presenting with Impact.”



There are four other programs in this educational series. They are perfect for the Young Professional looking for that extra edge in their upstart marketing career. Please check the [AAFCLE web site](#) for more information. You can still get a discount by signing up for all five.

## FROM THE EXECUTIVE DIRECTOR

Have you broken you new years resolution yet? According to Time Magazine the Top 10 broken resolutions include:

- Quit smoking**
- Travel to new places**
- Drink less**
- Be less stressed**
- Volunteer**

That final one, volunteer, is unfortunate because many organizations depend on willing and able volunteers to survive. That’s not a problem with AAFCLE thankfully. Recently a number of volunteers have stepped up to help with our “Get Fed” campaign as well as the redesign of our website and they all deserve our thanks. Todd Saperstein and students from Virginia Marti College of Art & Design, Julie Telesz and Lane Strauss at Wyse Advertising, our membership committee including chair Jean Gianfagna of Gianfagna Strategic Marketing, Sam Forgione from Watt Printers, Grace Heese from Ideastream, Pat Wren from Pat Wren & Associates, Kelly Stimpson from the Plain Dealer and Dave Grager from Parker Hannifin.

Andy Halko and his team at Insivia did a great job on our website redesign. These volunteers along with many others are the life blood of our organization and I hope you’ll consider joining them in making our club one of the best in the country.



Need a reason to join and become part of AAFCLE? Check out our video testimonials and hear what our members have to say about membership in AAF-Cleveland. See the videos [here](#).

## AD PEOPLE

### WhiteSpace Creative Adding Positions

Adding Positions to Accommodate Growing Content and Web-based Service Offerings WhiteSpace Creative recently hired Andrea Lewalk as interactive project manager and Annie Murray as copywriter. Lewalk joins WhiteSpace as an expert in information architecture with more than five years of account management experience in digital media, marketing and Web design. She is



responsible for developing complex site maps and wireframes, coordinating resource availability/project priorities, directing project development, managing project expectations and serving as a liaison between the agency and project stakeholders and software/hardware vendors.

Before joining the WhiteSpace team, Lewalk held similar roles at Optiem, LLC, and NAS Recruitment Communications, both out of Cleveland. In these positions, she was responsible for effectively defining, initiating and managing Web projects, communicating project expectations to team members and stakeholders, and estimating the resources and participants needed to achieve project goals. Her clients included the DMC Corporation, Parker Hannifin and the U.S. Army.

Lewalk is a graduate of the Kent State University School of Journalism and Mass Communication where she earned a bachelor’s degree in advertising and a minor in marketing.

Murray is responsible for generating innovative concepts, producing creative content and completing technical writing and proofreading tasks. Prior to WhiteSpace, Annie taught composition and research writing at Youngstown State University and English grammar at Via Lingua in the Czech Republic. She also worked in the nonprofit sector as an educational outreach



coordinator and grant writer for Etruscan Press in Youngstown, Ohio. At Etruscan, she spearheaded a unique program that brought published authors into inner-city classrooms to lead creative writing workshops with at-risk students. Murray graduated from Hiram College, receiving a bachelor’s degree in English with a creative writing emphasis. She recently completed an M.F.A. in creative nonfiction from the Northeast Ohio Master of Fine Arts program.

### Thunder::Tech Hires Creative Director, Promotes Three

Continuing its pattern of steady growth, thunder::tech, a Cleveland-based integrated marketing agency, has hired a new creative director and promoted three team members. In his new position as creative director, Craig Israel will lead thunder::tech’s Creative department in a variety of practices, including: graphic design, multimedia (photography, video, animation), brand positioning and creative copywriting. Israel has 15 years of experience in advertising and marketing. Before arriving at thunder::tech, Israel most recently served as an associate creative director at Rosetta, a digital advertising agency, and as senior copywriter/creative lead for JWT Action, a traditional advertising

agency. Israel, a South Euclid, Ohio, resident, earned a bachelor’s degree in advertising and marketing from The Ohio State University. The agency has also promoted three team members: Marissa Mendel has been named communications coordinator. Mendel, who joined thunder::tech in 2011, manages the agency’s internal marketing, researches and strategizes best courses of action for clients’ social media and traditional communications efforts, reports on social media and online mentions and activity, and tracks media coverage. She resides in Lakewood, Ohio, and is a graduate of Kent State University. Erika Port has been named search engine optimization specialist. Port, who joined the agency in 2012, is responsible for optimizing the agency’s and clients’ websites, reviewing and optimizing website content, design and usability, generating keyword searches, creatively producing lead generation tactics, and promoting SEO and pay-per-click campaigns within SEO best practices. Port is a Cleveland resident and a graduate of John Carroll University. Nathan Smetana has been promoted to web developer, as the agency has added a new full-time position to its Development team. Smetana, who joined

### CORPORATE MEMBERS (click names for links)

- COSE
- Chancellor University
- Doner
- flourish
- Glazen Creative Studios
- GO2 Marketing
- hfa
- Hughie’s Audio Visual
- Insivia
- Kent State University
- Little Jacket
- Marcus Thomas LLC
- Melamed Riley Advertising
- Hospice of the Western Reserve
- Parker Hannifin
- Radio Disney
- Recess Creative
- Repros Color
- Time Warner Cable
- The Adcom Group
- Strongsville.com
- Virginia Marti College of Art & Design
- Wyse Advertising



thunder::tech in 2011, builds websites, develops Web applications and provides client support. He is a Cleveland Heights, Ohio, resident and a graduate of John Carroll University.

Innis Maggiore Hires Web Developer Mark Vandegrift, principal web and digital services at Innis Maggiore, announced Dallas Witmer of Canton has been hired as web developer. Witmer's experience as a software developer will help Innis Maggiore develop the growing number of client web projects. He earned two associate degrees in

applied science from Stark State College of Technology – one in interactive media technology and the other in computer science and engineering technology. Witmer previously worked as a software engineer at Amtrust North America in Independence.

## BRING ON THE ADDYS

Our annual celebration of Cleveland's creative class will take place on Thursday, February 28 at the newly refurbished Cleveland Agora beginning at 5:00 pm. We'll display all of the winners, announce the gold, silver and bronze winners, and, the three judges choice awards and the best of show.

Tickets are now on sale:

Single tickets are \$65 for members and \$85 for non-members.

Reserved tables are also available:

Table of 2 - \$130

Table of 4 - \$240

Table of 10 - \$600

VIP Box - \$500 (includes 7 seats and waitress service)

This year will feature food from Cleveland chefs Jon Sawyer (Greenhouse Tavern), Rocco Whalen (Fahrenheit), Scott Kuhn & Chris Hodgson (Driftwood Restaurants and Catering), Jeff Jarrett (AMP 150), Anna Harouvis (Good 2 Go Café) and open bar for beer and wine only.

It'll be a great celebration of all that is creative in Cleveland so don't miss out.

You can order single tickets and reserved tables [here](#).

Sponsored by



# Brown BAG LUNCH SERIES

**"Design Thinking"** - May 8, 2013

Instructors – Roger Frank & Ken Hedjuk, Partners, Little Jacket

**"The Entrepreneurial Mindset"** - June 12, 2013

Instructor – Todd Saperstein, Department Chair, VMCAD

Sessions will be held at the AAFCLE Amphitheater located at 4700 Rockside Rd., Bldg. #3, lower level at 12 noon. Bring your own lunch and feed your brain. Go [here](#) for more information or to register.

Tired of the high cost of out of town educational seminars? Dreading sending your employees off for a couple of days instead of billing hours and completing projects? Looking for an alternative? If you've answered yes to any of these questions then AAFCLE has a solution. It's called the "Brown Bag Lunch Series" designed as a low-cost educational alternative for your young professional employees. Each session (5 in all) taught by a local MarCom professional will cover an important business-related topic in one hour. Topics include:

**"Presenting With Impact"** - February 13, 2013

Instructor – Rob Spademan, Ass't VP Marketing, Cleveland State University

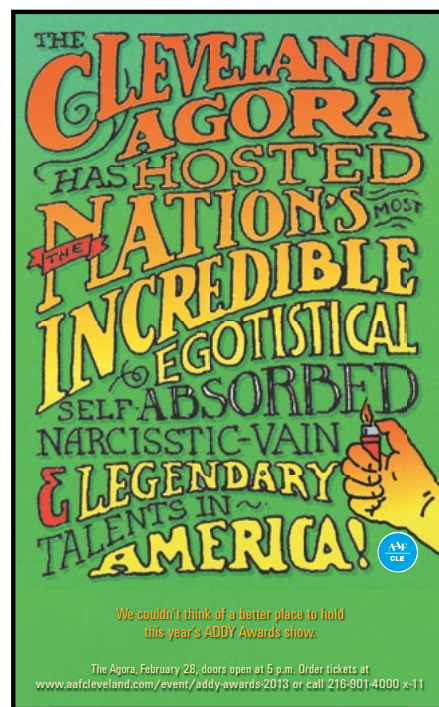
**"The 7 Traits of a Highly Effective Account Executive"** - March 13, 2013

Instructor – Jason Schafer, Mangement Supervisor, Marcus Thomas LLC

**"Winning: The Art of Business Development"** -

April 10, 2013

Instructor – Mark Bachmann, Partner, Marcus Thomas LLC



## SPEAK FOR YOURSELF

**How to build a better ad program and why it is so important**

By Patrick Morin

Let's review the bidding: You make a great product, you are priced competitively, your sales force is working hard, and the market has come back—but you aren't getting the sales you thought you would. Why? Ask yourself this question: If I asked my sales prospects to name the top companies in their niche, what would they say?

This is an important question because you will only be considered for purchase if your company comes to mind and is on that list. Here's how it works: You ask your spouse to go to the store and buy canned soup. What do you think he or she will come home with? Probably Campbell's ®. When asked to pick up laundry detergent, your spouse will likely return with Tide®. Why?

Because these brands have invested in advertising— period.

Think this doesn't work in the metals business? Name the top welding machine brand(s). They are so familiar that you know who they are by color alone. They maintain steady advertising even though they are so well-known. Yet, once you become top of mind, you can't stop advertising. Here's an apocryphal story I heard when I worked in Chicago. William Wrigley was flying on a plane to Los Angeles and his seat mate asked him why he was going. Mr. Wrigley replied, "To supervise new commercials for Doublemint® gum." To which his neighbor replied, "Everyone knows about Wrigley's Doublemint gum. Why do you need to do more advertising?"

"For the same reason the pilot of this plane keeps the engines running even though we have reached 35,000 feet," was Wrigley's answer. I also hear people say, "We tried advertising and it didn't work." When I ask what they did, they say, "Ran a few ads in a couple of publications but saw no return." There is a right way and a

wrong way to conduct an advertising campaign, and the overview is this: If you want to be noticed, make your ads larger and use color. If you want to build that all-important awareness, the answer is repetition to the same audience. That's how people remember things, whether they want to or not.

This takes commitment and persistence. You need to set a budget and stick with it for the long run. That's the way it works. Keep your fingers away from the "on/off" switch or you will lose the benefit of what you have begun. And you can start with a narrow, vertical market; you don't have to take on all your marketing opportunities at once. What are you willing to invest in your brand? That's what it is, an investment that stays in people's minds. Do some online research on your market to discover where you stand compared to your competition in the minds of your prospects. Do the research again with the same questions two years later and see how your product awareness has grown. Remember, the surest predictor of purchase is if you are top of mind, the first brand they think of.

A way of looking at ads is that they are a sales call on many of your prospects. How many calls does it take to make a sale? I've heard 10. And that's just to get on the radar screen. Advertising is the most efficient mass sales call there is. How effective it is depends on the ad itself, which we will discuss next.

Now comes the hard part. You have to put yourself in the place of your prospect and distill the most compelling message about your product that you can come up with in a few words for the headline. Ask yourself what you would say to a prospect if you were making a face-to-face call, "Bill, you should buy this product right now because..." Think of what the product does better than the competition vs. what need it fills, and that's the message you have to convey. The ad headline should have the same feel as the headings in the magazine; they should attract attention and invite readers into the article/ad.

Avoid the trap of "breathing your own exhaust," which is to tout your product as you would discuss it internally without regard for what the customers are really looking for.

Many advertisers get into the "brag and boast" school. "We are the greatest, the solution to all your problems, etc." Remember, the reader is looking at the articles and ads with one thought in mind: "What's in it for me?" If you can answer that question to the readers' satisfaction, you will be considered the next time they are in the market for your product or service.

So if you have run a few random ads without noticeable impact, it's not the fault of advertising. Advertising works only if it follows best practices and is done right. All the great brands in America grow their businesses through advertising. You can do the same for yours.

Patrick Morin is president of PJ Morin Inc., a marketing communications firm located in Cleveland, Ohio.

## NEW MEMBERS

**AAF-Cleveland would like to welcome the following new members for January:**

Adam Zaccaro – *The Adcom Group*

Janey Ames – *Time Warner Cable*

Jonathan Benko – *Student*

Jim Ryan – *Millennial Media*

Michelle Hughley – *Student/VMCAD*

Steve Cencula – *FORM*

Rachel Adkins – *Rachel Adkins Design*

Dan Fauver – *Lakehouse Publishing*

Lisa Locklear – *Level7*

Steve Lazuka – *Interact Media/Zerys*

Danielle Miller – *Think Media Studios*

Rebecca Murphy – *Kent State University*

Debbie Dodd – *Strongsville.com*

Amy Michel – *Strongsville.com*

Joe Kosmin – *Strongsville.com*



# BLOG ROLL

From The Melamed Riley Blog

## The faces of our food – iconic food brand mascots.

As a kid who lived mere minutes from the town Wendy's, I should've been thinking about things like, "What percentage of this chicken sandwich is actually chicken?" Instead, I always wondered what Wendy – the daughter of Wendy's founder Dave Thomas and face of the burger chain – looked like in real life. Did she still look like that damn Pippi Longstocking? Is her hair really blood red? Also, why did some dude name his fast food joint after his daughter if he was going to be the only one starring in its commercials? I don't think I'm alone in my curiosity. Every day, millions of Americans frequent restaurant chains and grocery stores and wonder about the stories behind the food mascots that represent their favorite meals, munchies and desserts. It's time America got some answers.



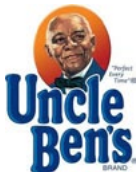
"Larry" – Quaker Oats Company

According to the Quaker Oats Company, the "Quaker Man" is not William Penn or Benjamin Franklin, but is known internally as "Larry" and is not based on a real person.



Aunt Jemima – Quaker Oats Company

The name behind this famous breakfast brand is based on the song "Old Aunt Jemima," written in 1875 by Billy Kersands. The Aunt Jemima character became a recognizable part of minstrel shows in the late 1800s and was later chosen to represent the products we know today.



Uncle Ben – Mars, Inc.

Modeled after a Chicago restaurant manager named Frank Brown, Uncle Ben was used by Gordon L. Harwell, a former supplier to U.S. forces during WWII, in an effort to use a food brand mascot to create awareness for his product among the general public.



Gerber

The Gerber Baby – Nestle Group

The name behind the Gerber baby is actually Ann Turner Cook, a retired teacher and mystery writer, whose portrait was depicted in a sketch drawn by a neighbor and entered into the Gerber logo contest in 1928.



Colonel Sanders – KFC (Yum! Brands)

Well-known food mascot Colonel Sanders is a close depiction of Harland Sanders, who began serving Kentucky Fried Chicken – now known simply as "KFC" – in 1930. Sanders remained the face of the brand even after selling the company to a group of investors, wearing his trademark white suit and string tie for the last 20 years of his life.



Big Boy – Big Boy Restaurants International LLC

In 1938, a portly six-year-old, Glendale, California resident named Richard Woodruff walked into a diner owned by Bob Wian as Mr. Wian was in the process of naming his new hamburger. Upon seeing Richard, Bob greeted him with, "Hello, big boy." The name stuck and soon the Big Boy character was born with help from Warner Bros. design artist Ben Washam.



Wendy – Wendy's Company

Most people who have ever visited a Wendy's restaurant know the burger chain was named after the daughter of founder Dave Thomas. Some even believe Wendy was Dave's only child. What most don't know, however, is that "Wendy" is actually a childhood nickname given to Melinda Lou Thomas (Morse) by her four siblings.

## NOCA

### The Death of Online Business

It wasn't all that long ago that buying something online was a novel experience. It wasn't all that long ago that companies had separate business and marketing plans and initiatives for their online businesses.

Then something happened on the way to the point & click. As IBM pointed out in a recent ad, "human behavior changed." Today there is no more conventional business and online business... it's all just business. Only business. There is no longer any need, or any good reason to distinguish between the two.

Although authors have been writing about combining online and offline business for more than a decade, in recent years the practice has finally hit full stride. The barriers, the apprehension, the reluctance to experiment with online business have all but evaporated. As IBM says, it's all just business.

Jim Tabaczynski  
President, NOCA  
Send your comments to:  
jptgroup@sbcglobal.net

## AAFCLC NON-PROFIT PROGRAM

AAF-Cleveland is now accepting RFP's for the 2013 Public Service Media Partnership Program. This public service project is designed to provide local non-profit organizations with an exceptional opportunity to maximize their media budget at a minimum 3-to-1 return on investment. Depending on your marketing objectives, existing creative and budget, AAF-Cleveland will be able to assist you with media placement in the following mediums: Local Spot & Cable; Outdoor; Magazines; Newspapers; Radio; Traffic reports and Internet. To help you learn more about the program, we have developed a list of frequently asked questions. Qualifying nonprofit organizations may apply to participate in the AAF-Cleveland Public Service Media Partnership Program by completing the RFP. For additional information or to schedule an introductory meeting, please contact our Executive Director, Dan Leibundgut at [dleibundgut@aafcleveland.com](mailto:dleibundgut@aafcleveland.com). RFP's are due by February 28, 2013. Download the RFP [here](#).

## NEW MEMBER BENEFIT

**New Member Benefit**  
AAF-Cleveland has partnered with Chancellor University to provide all AAFCLC members with a new benefit. Beginning February 1, 2013, all AAFCLC members are eligible for a 10% reduction in tuition for any of Chancellor's online course offerings including their new Social Media Certificate course and their Master's in Social Media Marketing program. Contact Adam Griffith at (216) 432-8998 or email him [here](#).

## NEW CORPORATE MEMBERS

AAF-Cleveland would like to welcome the following Corporate Members



The Adcom Group



Learn more about corporate membership [here](#)

## ON THE SCENE

Photos from our January Professional Development Luncheon featuring Progressive CMO Jeff Charney



- 1- Andy Halko, Patrick Zangardi, Beth Schaefer
- 2- Andy Hollander, Bud Macfarlane, Terry Uhl
- 3- Bill Gotts, Chris Monaco, Matt Dillon
- 4- Annie Stocking, Michael Sancin, Nicole Tomassetti
- 5- Elissa Henry, Joe Trem, Holly Smalley
- 6- Jay Fried & Karen Ohlrich
- 7- Krystal Vana & Kelly McGlumphy
- 8- Justin Campell, Jeff Charney, Susan Rouser
- 9- Erin Hendrick, Brittany Senary, Bruce Perlman
- 10- Lane Strauss & Dan Fauver