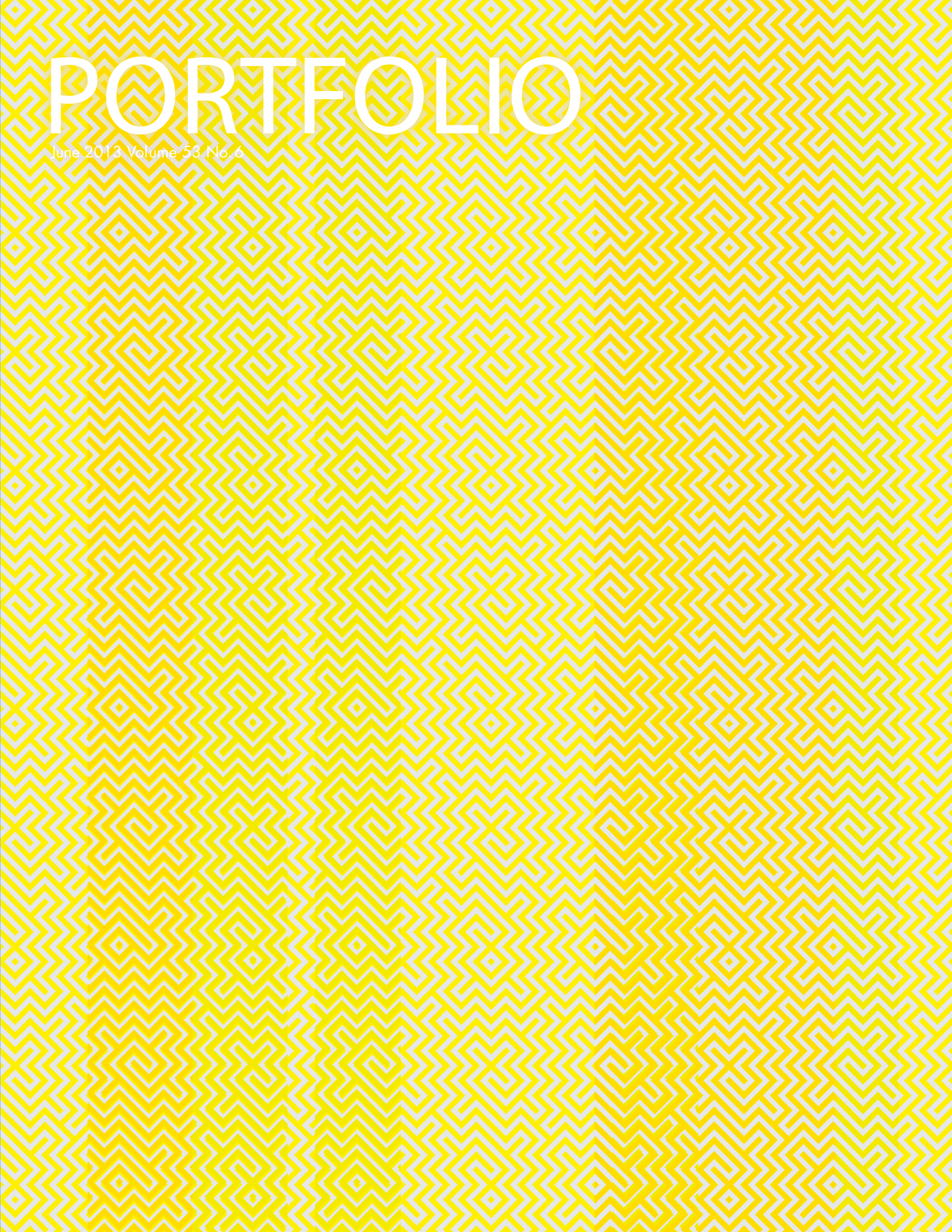


PORTFOLIO

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PORTFOLIO

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4700 Rockside Rd., Suite 325
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Ph: 216-901-4000 Fax: 216-901-4003
www.aafcleveland.com

email: adassoc@aafcleveland.com
2013-2014 BOARD OF DIRECTORS OFFICERS:
President & Secretary/Treasurer: Jason Schafer
VP Programming: Tony Weber
VP Membership: Jean Gianfagna
Editor: Dan Leibundgut
Produced by: Live Publishing Inc.
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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.

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ON THE COVER:
A Graphic and color exploration of a Cleveland summer with inspiration from sitting in traffic, having a ice cream cone from Sweet Moses and exploring our developing neighborhoods.

BTZ Brand is a brand strategy, marketing, PR and design firm specializing in brand development for leadership-focused organizations. We help clients find their true direction by aligning their business strategy and their brand strategy. We focus on creating strong organizations and using every touchpoint to inspire others.



FROM THE TOP **Jason Schafer - President**

Wow, how time flies. I've enjoyed being your president this past year but now it's time to pass the torch to Tony Weber, I know he'll do a great job. I want to thank the Executive Committee and our Board of Directors for rolling up their sleeves and helping to make this a great year. From the golf outing to our awards luncheon it was a year full of professional development opportunities, networking and fun. Just because the year is over doesn't mean there aren't any AAF events to take advantage of. Our inaugural AAF Olympics gets underway on July 22 and I'll be sure to see you at our annual Golf Outing on August 5 at Quail Hollow. It's a "Wine & Tees" theme which should make for a great day. Thanks again for your support. Good luck Tony!



FROM THE EXECUTIVE DIRECTOR



"Summertime and the livin' is easy," words by George Gershwin from the opera Porgy & Bess, but this summer AAF-Cleveland is quite busy with competitions galore! Our

first-ever AAF Olympics get underway on July 22 with 10 sports-related and industry-related competitions taking place over two weeks. The on August 5th, our annual golf outing takes center stage at Quail Hollow Resort in Concord. Our theme this year is "Wine & Tees" so you can guess what we'll be serving. Lots of fun this summer and I hope you'll come along and enjoy some good-natured competition.

While we're all overjoyed at the return of Gina DeJesus, Amanda Berry and Michelle Knight, let's not forget about the many others who may be suffering at the hands of their deranged captors. According to TruTV's Crime Library a shocking number of 2,300 Americans go missing everyday, many of these are children. Have you hugged your kids today? If you want to help visit the National Center for Missing and Exploited Children at:

www.missingkids.com.

AAFCLE WELCOMES NEW DIRECTORS

The Board of Directors for AAF-Cleveland would like to welcome 2 new directors approved by the membership.



Whitney Scott – Account Executive, Radio Disney



Stephanie Landes – Creative Director, Melamed Riley Advertising

Along with Dave Grager, Parker Hannifin, Jean Gianfagna, Gianfagna Strategic Marketing and Jason Schafer, Marcus Thomas LLC re-elected to new three year terms, both Scott and Landes will serve a three-year term as a voting member of the board.

"THE WAY I SAW IT"

That's the title of Marc Wyse' recently released memoirs and we'll commemorate that release with a launch party on Thursday, June 12 at Judson Manor. Author Chris Johnston will be on hand to give some behind the scenes stories on what it was like to work on this book with Marc. It'll be a trip down memory lane for some and a chance to learn about one of the great ad men for others.

The \$45 registration fee includes appetizers, one drink, valet parking and a hard cover copy of the book.

Thursday, June 20, 2013
5:30 p.m.
Judson Manor
1890 E. 107th St.
Cleveland, OH

Register here

A Young Professional? **Click here** and save \$15 on admission.

AAF OLYMPICS GET YOUR TEAM TOGETHER

The AAF Olympics kicks off on Monday, July 22 and continue through August 1.

Events include:

Logo/Tagline Competition for a charity
Project Manager Scavenger Hunt
Kamikaze Pitch-Off
Wing Eating Challenge
Skee Ball
Volleyball
Ping Pong
Corn Hole
Team Spirit Competition

Register your team for just \$250 by visiting our special website at www.aafolympics.com.



NOCA

Labor Shortage

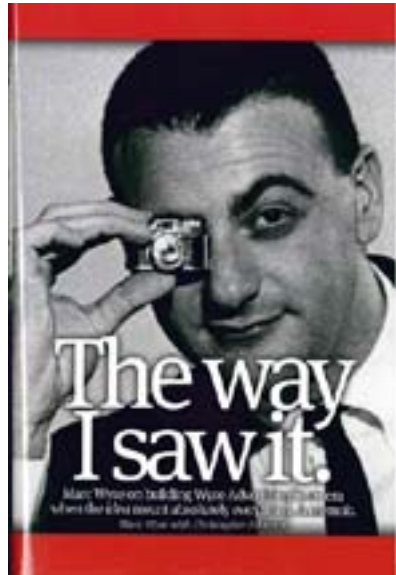
When it seems like everyone knows someone is out of work (or worse, has been out of work) how can there be a labor shortage? Especially in our industry. A recent article in The Wall Street Journal reported on the impact that Big Data is having on businesses and organizations throughout the world. The usual suspects were there – Facebook, Google and you might as well throw Amazon in as well. But then, there is also Ford, Walmart and the New York City Building Department and the Centers for Disease Control... and we won't even mention the information that Big Brother in Washington is compiling. What does that have to do with labor? August business consultants McKinsey & Company states that the biggest impediment to Big Data is a critical shortage of people who can accurately analyze and interpret that data. People who can make some sense of it all and transform raw data into plans, actions and success.

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

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AAFCL ANNOUNCES HALL OF FAME INDUCTEES



The AAF-Cleveland Advertising Hall of Fame committee is proud to announce three new inductees to be enshrined on Wednesday, June 12 at Windows on the River.

King Hill – Marcus Thomas LLC
Jack DeLeo – HFA
Keith Berr – Keith Berr Productions

At that same luncheon we'll honor Shirley Stineman, Director of Marketing and Community Affairs at The Plain Dealer with an AAF Silver Medal Award and announce the winner of the 2013 David L. Stashower Young Professional Visionary Award.

Click here for tickets.

AROUND TOWN

hfa Helps Akron General Develop and Launch 2013 Consumer Initiative

With marketing expertise from Hitchcock Fleming & Associates Inc. (hfa), Akron General Health System is launching a new marketing and consumer-engagement campaign. The campaign's tagline "My Health. My Life." is being supported with messaging that you have Akron General to help and guide you through healthy steps big and small. The initial TV spot debuted the week of April 22 and some elements of the campaign began in late March. The multi-tier campaign includes print (newspaper and magazine), local and cable TV, social media, radio, outdoor (digital and poster), online (display and advertorial), paid search and more, such as sponsorships. Akron General's healthcare service lines and breadth of community-based wellness centers put it in a unique position for well care, treatment and follow-up in a full-circle healthcare cycle.

hfa Enlists Linebacker, Jousting for New LP Siding Marketing

To communicate the impact resistance of LP® SmartSide® treated engineered wood siding to both trade and consumer audiences, Hitchcock Fleming & Associates Inc. (hfa) found forceful solutions in football, jousting and an air cannon. As part of an LP SmartSide awareness and education campaign, hfa created three 60-second videos, a web landing page (www.lpsmartside.com) to house the new videos and additional social media assets. The landing page links to a new LP SmartSide consumer website that hfa created. The website provides consumers with inspiration for using LP products in interior and exterior home construction (www.smartsidenow.com/design-planner/index.aspx). This marketing is designed to support LP's trade customers, including builders and remodelers, for their sell-in to consumers.

LP is one of North America's largest building products companies, and the LP SmartSide brand is one of the fastest-growing brands of siding in the United States

Clopay Chooses hfa

Clopay, the leading manufacturer in residential and commercial garage and entry doors, has partnered with Hitchcock Fleming & Associates Inc. (hfa), a full-service marketing agency in Northeast Ohio, to create and implement a solid brand strategy and break-through creative campaign to reach homeowners.

In selecting an agency, Clopay was looking for a partner with expertise in the building products category, an understanding of its go-to-market strategy, knowledge of consumer home improvement decision drivers and a solid history of providing effective and intriguing creative. With the Good Housekeeping seal of approval and number one quality rating among dealers, Clopay has a solid reputation with the dealer audience. Responding to the untapped opportunity to reach the end consumer, Clopay and hfa collaborated to create a campaign that communicates how updating the garage door can help transform the look of a home.

Buitoni Combines Accounts At Marcus Thomas

Nestlé USA has named Marcus Thomas LLC, Cleveland, as both agency of record and digital agency of record for its Buitoni North America brand of refrigerated pastas and sauces. The selection was based on prior Marcus Thomas work for Nestlé. First-year Buitoni work, to break in June, will focus on digital, including Facebook, Pinterest and Twitter, and on product integration and sponsorships in both print and broadcast media. Budget is undisclosed. Buitoni North America,

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the maker of BUITONI® refrigerated pastas, sauces and shredded cheese, is part of Nestlé USA, headquartered in Glendale, California.

Marcus Thomas Wins The Lottery

Following a structured RFP process, the Ohio Department of Administrative Services, Columbus, has awarded Marcus Thomas, Cleveland, the primary agency ("Brand Development Agency") role for the Ohio Lottery, consolidating the account's creative and media portions, effective July 1. As the Brand Development Agency, Marcus Thomas will be responsible for the overall architecture of the Ohio Lottery Commission (OLC) brand, creative development of annual programs and select game launches, as well as overall media strategy, spend, metrics and reporting. In the same review, Marcus Thomas defended and retained the media portion of the account, which it has held since 2001. An expected budget of \$16 million will go to TV, radio, outdoor, print, POS and digital, as well as some social media. First work will be for the Mega Millions game.

The award was based on three phases, a written RFP response, a cost proposal and the presentation of an integrated campaign. The written RFP response detailed our expertise and approach to brand and creative strategy, media and sponsorships, digital development and marketing, retail activation, public relations and event management and production.

NEW MEMBERS

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

Caroline Barni – COSE
Katie O'Leary – Student

BLOG ROLL

FACEBOOK HOME: IMPLICATIONS FOR BRANDS

By King Hill

The world's largest social platform, Facebook, has been built around the mission of "giving people the power to share and make the world more open and connected." Facebook is now expanding its mission to make smartphones built around your connections, not your apps. In this post, we'll get Marcus Thomas' Natalie DeGrandis's take on what this means for Brands. On April 4, Facebook announced Home, a software integration with Android that puts Facebook services front and center. A suite of Facebook apps, Home overhauls a user's smartphone device, turning it into a Facebook phone.

Today Facebook Home will be available for free download through the Google Play store for four Android phones including Samsung Galaxy S III, the Samsung Galaxy S4 and the Samsung GALAXY Note. A fifth phone, the HTC First, will also be available for purchase with the Home software already installed. Each month, Facebook will be updating the software, as well as making Home accessible for more smartphones.

FEATURES

Cover Feed

The most prominent feature of Home is the cover feed, which overhauls the mobile device's home screen and the lock screen, essentially replacing the home screen with Facebook

News Feed

Cover feed will provide updates on what friends are doing without launching an app or even unlocking the phone. Facebook has confirmed that updates and photos from Pages will be supported in cover feed.

Chat Heads

Chat heads enables users to chat with friends as they use other apps, such as email, the Internet and even Twitter. When a user receives a message from

a friend, a chat head – a picture of your friend's face – will appear on the user's screen. Chat heads will appear even if users are communicating via traditional texting.

Notifications

Through Home, notifications will be more visually appealing, enticing users to re-engage with the social platform more frequently.

IMPLICATIONS FOR BRANDS

Engaging Content

According to the recent study by Flurry Analytics, a consumer spends an average of two hours, 38 minutes per day on smartphones and tablets. 80 percent of that time is spent inside apps and 18 percent specifically in the Facebook app. With Home, users will automatically launch into their cover feed, making it the primary place for engagement. This reinforces the importance of producing engaging content that is easy to interact with directly in the user's feed.

Visual Appeal

Engaging images will become more important than ever as images will dominate even more real estate in a user's cover feed. According to Facebook, the following stories will be supported by photos in a user's cover feed:

- Updating your profile photo
- Updating your cover photo
- Open graph stories with user-generated photos
- Liking a photo
- Tagging someone on a photo
- Commenting on a photo of someone
- Sharing a photo

Non-photo stories include Updating your status, Place check-in with a message, Sharing URLs by clicking the "share" button on another story, and Posting a URL from your Timeline.



www.aafolympics.com



ON THE SCENE

Photos from our May Luncheon with Craig Welsh from GoWelsh



1 Kelsey Chapman, Tierney Healey and Charlene Coughlin

2 Katie and Ann O'Leary

3 Stephanie Hicks, Kate Rein, Jean Gianfagna

4 Tony Weber & Barney Taxel

5 Julie Telesz, Dave Grager & Lisa Zone

6 Craig Welsh & Jason Schafer

7 The Plain Dealer crew