

# PORTFOLIO

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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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VOL. 53, NO. 3, Mar. 2013

## FROM THE TOP **Jean Gianfagna, VP of Membership**

**Last Chance to Save on AAF-Cleveland Membership:**

Join by March 31 and Get Fed!

Did you attend the 2013 ADDY Awards? If so, you saw the best of the best in creative advertising and marketing in Northeast Ohio.

Who developed all this great marketing? The members of AAF-Cleveland: Advertising and marketing agencies, corporate marketers, vendors, and media partners.

AAF-Cleveland is the creative hub of Northeast Ohio and for a few more weeks, you have a special opportunity to become a member.

Hurry – Join by March 31 and Get Two Free Luncheons!

Join us by the end of this month and you'll get FREE admission to your choice of two luncheons in the next year (a \$90 value) PLUS a chance to win a **Golden Ticket: FREE admission to all AAF events**

for a year (\$525 in savings). We'll draw the Golden Ticket winner at our April luncheon.

Your entire team can join today and save at corporate member rates. If you're a young professional age 32 and below, you can join for just \$100. It's a great value and you can find all the details on our [website](#).

Plus, visit our site to hear why so many top marketers in greater Cleveland are part of AAF.

Our membership campaign will be ending soon! If you're hungry for new ideas... new contacts... new marketing skills... and more success, AAF Cleveland is the place to Get FED!

Join us today!



## FROM THE EXECUTIVE DIRECTOR

Wow! What a night! Our ADDY celebration was one of the best and congratulations to all of our winners. As you can imagine putting together an event such as the ADDYS is more than a one-person job, so I'd like to thank the following for all of their help and commitment to making our show such a success:

**Anthony LaGuardia** – Repros Color

**Bob Calmer** – Adgraphics911.com

**Charlene Coughlin** – The Adcom Group

**Erich Zomborysendovics & Brian Lackritz** – Hughie's A/V

**Rob & Margaret Wetzler** – Wetzler's Photography

**Sam Siebert & Dan Mosher** – Mosher Media

**Hank & Rob LoConti** – The Agora

**Allan Fee** – Q104

Karen Ohlrich, Joe Matuscak, Clinton Nickas, Lisa McLean, Adam Zuccaro, AMP 150, Fahrenheit. Greenhouse Tavern, Light Bistro, Driftwood Restaurants and Catering, and Good 2 Go Café.



## AD PEOPLE

**DeLeo Celebrates 40 Years At HFA**



Long-time ad man Jack DeLeo of HFA recently celebrated 40 years with the company, quite an accomplishment. Jack began his career at HFA in

1973 as a key line artist. In 1980, under the wing of Bob Fleming, Jack moved into sales, promoted to vice president in 1984 and senior vice president in 1991. 1993 found Jack moving into the role of president of the agency and heading up the account services group. He is now CEO and owner of the company. Jack has been instrumental in the development of the Goodyear account as well as helping to grow HFA exponentially. Congratulations Jack!

## AAFCLE WELCOMES NEW CORPORATE MEMBER

AAF-Cleveland would like to welcome Think Media Studios as a new corporate member



## NOCA

**Still Job 1**

Remember the old Ford slogan: Quality is Job 1? It was true then and it's true today. And we hope to show that. NOCA has made a fair amount of noise with our industry impact study... that's where we tried to peg the size of the marketing communications industry in Northeast Ohio. (If you haven't seen it, go to: [onenoca.org](http://onenoca.org) and look under "Our Industry.") We feel pretty good about having captured the quantitative side of our industry. But what about Ford and quality as job #1? We're working on that, too. Think of all really great work that's been done in Northeast Ohio over the years. "Ask Sherwin-Williams." "With a name like Smuckers, it has to be good." That's just the tip of the iceberg. We've got many more examples and we're always interested in even more! If you feel that there is something that was done here worthy of national attention, let us know. We'd like to include it in our best of Northeast Ohio portfolio. Thanks.

Jim Tabaczynski  
President, NOCA

Send your comments to: [jptgroup@sbcglobal.net](mailto:jptgroup@sbcglobal.net)

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
- Phillips
- Radio Disney
- Recess Creative
- Repros Color
- Time Warner Cable
- The Adcom Group
- Think Media Studios
- Strongsville.com
- Virginia Marti College of Art & Design
- Wyse Advertising

## NEW MEMBERS

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

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

- Bob Phillips – R.R. Donnelley
- Kimi Fowler – Hyland Software
- David McLean – Garage Creative Studios
- Stacey Shriver – Student

# AAFCLC AWARDS ADDYS

Over 275 of Cleveland's creative class attended the 2012-13 ADDY Award Show at The Agora and a great time was had by all. Over 100 awards were announced including Best of Show and 3 Judges Choice awards.

Congratulations to:

Nesnadny + Schwartz, winner of the Best of Show for their 2011 Progressive Corporation Annual Report

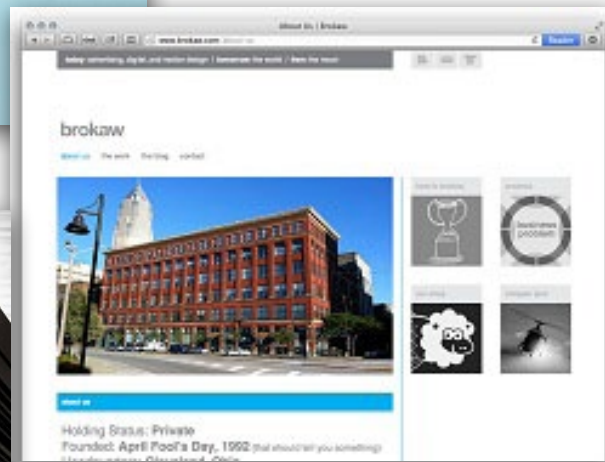
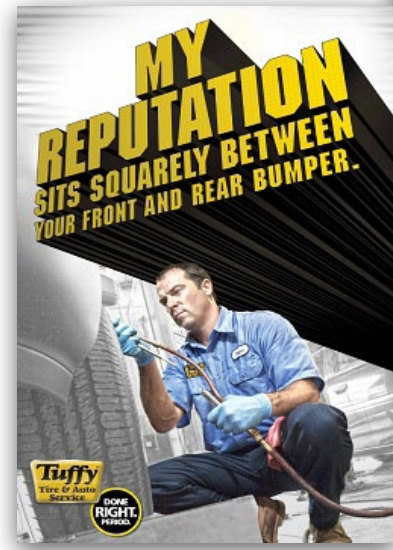
Little Jacket, winner of a Judges Choice award for their Salmon Run poster done for Pier W Restaurant

Brokaw took a Judges Choice Award for their company website

Donner was awarded the third Judges Choice for a poster campaign done for Tuffy

Nesnadny + Schwartz won the most gold with 4, Wyse & flourish tied for the most silver, 7 each, and flourish, Inc. won the most overall awards with 25.

All gold and silver winners will now be sent on to the district competition and gold winners at that level move on to the national ADDYs awarded in June.



# AAFCLC EDUCATION FOUNDATION ANNOUNCES SCHOLARSHIP WINNERS

The AAF-Cleveland Education Foundation, headed by Dick Clough, is proud to announce the winners of the 2012-13 scholarships.

**Samantha Fell** – University of Dayton – Marc Wyse Scholarship

**Dominique Schiano** - University of Dayton – Marc Wyse Scholarship

**Patrick Messenger** – Baldwin Wallace – Marc Wyse Scholarship

**Jacqueline Slack** – University of Akron – Marcus Thomas LLC Scholarship

**Ellen Jackson** – John Carroll University – Marcus Thomas LLC/HFA Scholarships

**Curtis Walker** – John Carroll University

– Jerry Hoegner/Plain Dealer & Rob Spademan Scholarships

**Mike Bacanu** – AAFCLC/VMCAD Scholarship

Our winners will be honored at our March Professional Development Luncheon. Congratulations to all and thank you to our donors.

# BLOG ROLL

## Simple Content Marketing: Fantasy Or Reality?

From the Zerys For Agencies Blog

Simple content marketing isn't a fantasy. But it does take some work. Seems like an oxymoron, doesn't it? Maybe we should say there are ways to make your clients' content marketing simpler.

Simplicity starts with a plan. A plan keeps you focused, so you don't waste precious time and effort on distractions, creating off-target material or using off-target delivery platforms. Your plan should include an editorial calendar, to help your clients publish regularly and with diversity. After all, your clients' goal isn't to crank out endless content, it's to get the most effectiveness from it.

Simple content marketing is about time management. Good managers are efficient. Plan in hand and end results in mind, think about how you can maximize that content effectiveness we just mentioned. For instance, you could:

Repurpose your original content so you get the most mileage from it. Expand on social media "tips of the day," turning them into blog articles. Turn a series of blog articles into an e-book, whitepaper or webinar, or vice versa. Turn key message points into an infographic. Use your e-newsletter to further distribute articles, visuals, tips, videos, etc. via social media and other links.

Repurposing is not only more efficient, it enables you to take maximum advantage of all your delivery options. No matter how or where your audience is searching, they'll be more likely to find your content, and find it faster. Simpler for you, simpler for them.

Repurpose other people's content via curation. There's a lot of good, pertinent material already out there, so help your audience link up with it. There's no better way to be "socially" acceptable.

Save time by sharing tips, "insider" information, templates you've created – takeaways people can actually use and appreciate, but things you already have at hand and don't have to create from

scratch.

Save more time by keeping a file of ideas, quotes and links as they come to you, so you can snap them up when you need them. Diversity keeps content fresh and interesting, and frankly, some days it's most expedient to assemble a quick "top 10" list of tips from your files. Invite guest blogs from industry thought-leaders or your own customer service expert, to lighten your load and add new-but-relevant voices to the mix. And if you aren't straight-out asking your audience for topic ideas – not to mention personal stories about their experience with your company and products – you're crazy.

Nothing says "we care" like asking for someone's opinion or shining the spotlight on them. People love to enter contests and respond to surveys, especially if you reward them with a special thank-you. And you're automatically generating more highly relevant and unique-to-you content you can pass along.

Get help with writing and design work, if you don't have the time or inclination or in-house colleagues to do that. You'll get reliably top-notch work, on time, and you can focus elsewhere.

There's nothing simple about content marketing that doesn't work.

One of the great beauties of inbound marketing is that you can monitor results to ensure your efforts are bearing those tastiest of fruits – happily engaged prospects and increased sales. Investing some time to identify benchmarks that match your strategic business goals and near-term marketing objectives, and then investing time to regularly evaluate and tweak your content will keep you on track.

The reality is, sometimes it does feel overwhelming. If you're just getting started you can easily become paralyzed by the myriad content-related alternatives available to you. Where to turn first? How to prioritize? Is there, in fact, such a thing as simple content marketing? Even content veterans can find themselves feeling mired instead of fresh and effective. But you can overcome.

AAFCLC Awards ADDYs

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All gold and silver winners will now be sent on to the district competition and gold winners at that level move on to the national ADDYs awarded in June.

Go forth and streamline. Create a solid – but simple – plan for your clients. Leverage content to squeeze maximum value from it. Stay focused. Your creation and management processes will be sleeker. And you'll be engaged in simple content marketing you can take to the bank. And that's no fantasy—for you, or your clients.

# CAN'T GO TO SXSW?

If you aren't able to attend the 2013 SxSW Conference then our March Professional Development Luncheon is for you. It's NXNE, a panel of NE Ohio MarCom professionals who attended the conference sharing their thoughts and experiences from this year's conference. Our panel will include:

- Mark Bachman – Marcus Thomas LLC
- Chad Milburn – Recess Creative
- Mike Knowlton – BASIK
- Markus Vogl – University of Akron
- Margarita Benitez – Kent State University

Wednesday, March 20, 2013

Windows on the River

Tickets are \$30 for members, \$45 for non-members, \$15 for students and \$220 for tables of 8.

We'll also honor our scholarship winners at this luncheon.

More information [here](#)



AN INSIDE LOOK AT SXSW 2013 FROM NORTHEAST OHIO ARTISTS AND PROFESSIONALS

**Joanne Kim**  
Chief Idea Officer,  
Marcus Thomas

**Mike Knowlton**  
Managing Director and  
Co-Founder, BASIK

**Chad Milburn**  
Lead Creative Technologist,  
Recess Creative

**Markus Vogl + Margarita Benitez**  
University of Akron,  
Kent State University

Austin's wildly-popular SXSW conference and festival celebrates what's next in music, film and interactive technology. Not able to attend this year's event? Come hear a firsthand account of SXSW 2013 from attendees, participants and presenters with ties to Northeast Ohio. Find out how the conference's most exciting interactive concepts could impact our industry and see how innovators right here in our community are putting Cleveland on the map.

**Tickets:** \$30 members | \$45 non-members | \$15 students | \$220 tables of 8  
[Register at aafcleveland.com](http://aafcleveland.com)

# ON THE SCENE

Photos from our ADDY Awards at The Agora

Wednesday, March 20, 2013 ■ 11:30 a.m. ■ Windows on the River  
For more information, call 216-901-4000 x11

