

PORTFOLIO

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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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ON THE COVER:

Jeff grew up in Youngstown, Ohio and studied photography in Rochester, New York before coming to Cleveland. He started his career locally in some of the best commercial photo studios in town, and has shot everything from products to food. Jeff ventured out on his own to focus on people, fashion and lifestyle photography.

"Ultimately I love doing what I do - I am photographing what I am passionate about, meeting great people and making new experiences. For me, it's always about capturing a moment, a feeling...it has to feel right. That's what makes a good photo...that's the rewarding part..."

> To see more of Jeff's work visit him online at www.downiephoto.net

FROM THE EXECUTIVE DIRECTOR



Should marketers shift their focus from a reach-centric to engagement-centric approach? David Mogensen,

Senior Product Marketing Manager at Google thinks so and you can hear his reasoning at our November Professional Development Luncheon on Wednesday, November 20. David will share insights from the Google Engagement Project which examines Gen C, those who don't want to be talked at, but invited into the discussion. This should be an interesting presentation.

Big things are happening with our Education Foundation. The board of the foundation which includes Todd Saperstein, President, Kelly Gentile, Vice President, Mike Peterson,

Secretary/Treasurer and board members David Stashower, Jason Schafer and Teresa DeJohn has spent the past year formulating a new strategy to engage students in considering Cleveland as a great place to begin their careers on the MarCom field. Our new David Stashower/Marcus Thomas Internship Program will allow one Ohio student to spend a semester interning in the AAFCLE office, spend time on agency shadow opportunities and winning a \$500 scholarship. We'd like to thank Jim Nash at Marcus Thomas for funding this great opportunity. In addition, our scholarship program will continue thanks to contributions from Sheila Wyse, Rob Spademan, HFA and The Plain Dealer. A new online resource geared towards giving students a leg up on the entry-level competition is also in the works. If you'd be interested in learning more and joining the foundation board please contact me at dleibundgut@aafcleveland.com.

NEW MEMBERS

AAFCleveland would like to welcome the following new members for October.

- Marietta College Ad Club
- Ohio University Ad Association
- Joe Santoli - The Adcom Group
- Michael Pugh - Duke Printing
- Mike Radivoj - Great Lakes Integrated

- Shannon Olear - Marcus Thomas LLC
- Madeline Edminister - Marcus Thomas LLC
- Michael May - Verve Mobile
- Josh Gazdik - Zig Marketing
- Kris Patel - Zig Marketing

BOOZE, BREWS, & BRANDS

Free samples!!! That's not all you'll get at our Booze, Brews & Brands event on Wednesday, December 4 at Market Garden Brewery. You'll hear from local marketers Tom Nix, President, Cleveland Whiskey, Sam McNulty, Partner, Market Garden Brewery and Brady Koyna Partner, Middle West Spirits. Our panel will discuss how they are taking on the big players in the competitive spirits space and getting their brands known and products on shelves.

**Wednesday, December 4
4:30pm
Market Garden Brewery**

\$20 for members - \$30 for non-members - \$5 for students
Order here

Purchase a "Six Pack"
(6 for the price of 5) for \$100

Order here

Thanks to Licata & Toerek for sponsoring.



BOOZE, BREWS & BRANDS

Dec. 04, 2013 @ 4:30PM - 6:00PM

Market Garden Brewery
1947 W 25th, Cleveland, OH
Join us at Market Garden Brewery for a special panel of Ohio based companies. **Be sure to register at aafcleveland.com**

\$20 for members
\$30 for non-members
\$5 for students
\$100 for the Six Pack (6 for the price of 5)

****Limited Attendance Available****

CORPORATE MEMBERS (click names for links)

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David Mogensen

David Mogensen national foosball champion

David Mogensen inventor of the fanny pack

David Mogensen original 3rd member of Hall & Oates

David Mogensen senior product marketing manager, google...

David Mogensen snake wrangler

Press Enter to search.

WHICH MAKES HIM PRETTY QUALIFIED TO TALK ABOUT THIS:

Brand-Building in the Participation Age: Insights from the Google Engagement Project

Wednesday, November 20, 2013
11:30 a.m.-1:00 p.m.
Venue: Windows on the River

Ticket Prices: \$30 for members
\$45 non-members
\$15 students \$220 tables of 8



Google YouTube | Visit AAFCleveland.com/events to register

AROUND TOWN

hfa Honored with Three WebAwards

Hitchcock Fleming & Associates, Inc. has been honored with three WebAwards from the Web Marketing Association. hfa received Outstanding website awards for the Disney Paint and Finishes website by Glidden® Paint and for the LIQUID NAILS® Brand website redesign. hfa also received a Standard of Excellence award for The Goodyear® Tire & Rubber Company Digital Dealer Tool Kit website. The WebAward program is the longest-running annual award competition dedicated to naming the best websites while setting the standard of excellence for website development. Judging criteria include design, innovation, content, technology, interactivity, copywriting and ease of use.

For the **Disney Paint and Finishes website** by Glidden paint, hfa created an environment that brings home the magic of Disney. The Glidden paint website features specialty paints that glitter, glow, shine and speckle in colors that complement the signature hues of Mickey, Minnie, the Disney fairies and characters from Monsters Inc., to name a few. hfa created an interactive 3-D room painter to help visitors visualize the results. It includes a gallery of design ideas, Disney-themed wall templates and simple how-to videos. For the **LIQUID NAILS Brand website** redesign, hfa overhauled the site to align with the core belief of builders that a job well done is its own reward. For The Goodyear Tire & Rubber Company, hfa worked to create a digital dealer tool kit by streamlining the website to create a personalized user experience. This helps dealers to easily navigate through the content that's most relevant to them.

Stevens Strategic Communications Announces New Affiliates in Dallas and Seoul

Ed Stevens, Marketing Officer for the **Public Relations Global Network** (PRGN), today announced the addition of **Lewis Public Relations** as member and **GRAPE PR & Consulting** as associate member to PRGN. Located in Dallas, Texas, and Seoul, Korea, respectively, these new affiliates bring PRGN's global reach to 49 members worldwide. Cleveland currently serves as the headquarters city for PRGN. PRGN also announced that Francine Robbens – who previously served as partner at **Public Relations Partners**, a PRGN affiliate in Brussels, and as 2012 president of PRGN – has been named emeritus member.

Little Jacket Wins Communication Arts Award

Communication Arts magazine, a professional journal for those involved in creativity in visual communications, has published the results of its 54th annual design competition, the most exclusive major design competition in the world. Of the 4,198 entries submitted to the 54th annual design competition, only 166 were selected by a jury of respected creative professionals, representing the work of 134 designers, design firms and in-house design departments. Little Jacket was named one of the winners for work done for the MetroHealth Foundation.

Little Jacket Named A Winner in Latest Regional Design Annual Awards

Open Doors Academy, a project developed by Little Jacket, was chosen as one of 345 award-winning designs in the 2013 Regional Design Annual. This highly selective and well-regarded competition, sponsored by Print magazine, is the most comprehensive survey of graphic design in the United States and recognizes outstanding creative work produced by individuals and groups. The work in the 2013 Regional Design Annual is divided into six geographical regions: South,

Southwest, Midwest, East, Far West and New York City. The six regional judges evaluated more than 4,000 entries and selected winning projects that demonstrated an ideal mix of design, communication concepts, strategy and execution.

NOCA

Promote your business

NOCA's core mission is to promote the marketing communications industry in Northeast Ohio. To that end, we've launched the Cleveland Marketing Directory website.

There, you'll be able to list your business and contact particulars, make a statement about your business and broadcast to the world your areas of expertise. Don't fret, you have approximately 40 skill sets from which to choose. This is important so that potential clients will be able to find you by the skills you choose.

And your basic listing is **FREE!**

What's not to like? What could be easier?

Check it out at www.clevelandmarketingdirectory.com

Want more? You can advertise your business on the site as well. Advertising information is available at www.onenoca.org

Jim Tabaczynski

President, NOCA

Send your comments to: jptab@jptgrouppr.com

NOW ACCEPTING GREAT WORK



NOW ACCEPTING GREAT WORK

Visit aafcleveland.com to enter. Corporate members, save \$10 per entry when you enter by November 29, 2013. All entries must be received by January 3, 2014.

ALL ENTRIES MUST BE RECEIVED BY JANUARY 3RD, 2014

AD PEOPLE

Hitchcock Fleming & Associates Inc. (hfa), a full-service marketing communications firm based in Akron, Ohio, recently added six new members to its dynamic team of associates.



Jonas Fortenberry joins hfa as a senior account manager. Fortenberry brings leadership experience from his previous agency work on

Denny's, Discover Card and Walmart accounts. His responsibilities include managing strategy, development, implementation and measurement of client marketing communication plans. He works primarily on the Goodyear account. Fortenberry has a bachelor's degree in journalism and mass communications from the University of South Carolina. He is originally from Beaufort, SC. He lives in Akron.



Dawn Burdecki joins hfa as an integrated media specialist. She is responsible for working within client teams to create strategic advertising plans, buy media and optimize

results throughout stewardship. Burdecki comes to hfa with more than eight years of experience working for various clients including John Deere, Bombardier Recreational Products, JoAnn Fabric & Craft Stores and Summit Racing Equipment. Burdecki has a bachelor's of applied arts in mass media communication from the University of Akron. Her hometown is Brunswick. She resides in Barberton.



Angela Dublikar joins hfa as an account manager. Dublikar has three years of agency experience working with clients such as DirecTV, Bell

Canada, Shaw Industries and Auntie Anne's. Her responsibilities include managing strategies, development and measurement for shopper marketing and retail communications for Goodyear. Dublikar graduated from John Carroll University with a bachelor's of science in business administration and marketing. She is originally from Strongsville. She lives in Copley.



Alyssa Trowbridge joins hfa as a project coordinator. Her day-to-day responsibilities include keeping projects on budget and on task while meeting and

exceeding client expectations. Previously, Trowbridge worked at The Reserves Network as the training coordinator. She works primarily on the Goodyear account. Trowbridge graduated from Kent State University with a bachelor's degrees in marketing and business management. She also has an associate's degree in advertising and marketing communications from the Fashion Institute of Technology in New York City. Her hometown is Cuyahoga Falls. She resides in Stow.



Caitlin Kelley joins hfa as a research coordinator. Kelley was previously a client services intern at hfa with a heavy focus in research. She is responsible

for assisting with primary and secondary research

projects for new and existing clients, recruiting research participants and investigating competitive landscapes for clients. Kelley graduated from Kent State University with a bachelor's degree in advertising and a minor in marketing. She is originally from East Amherst, NY. She lives in Kent.



Jude Anderson joins hfa as a project coordinator. She is responsible for tracking timelines and budgets and assisting account managers with client communications to ensure projects

meet high quality standards. Previously Anderson completed an internship where she gained experience in SEO, video editing and client communications. Anderson graduated from Kent State University with a bachelor's degree in advertising and marketing. She resides in Canton.

HFA Adds Executive Creative Director



Highly experienced creative leader and digital marketer Tracy McCutcheon has joined Hitchcock Fleming & Associates (hfa), an Akron-based marketing

communications agency, as the executive creative director. With nearly 90 associates, hfa is one of the largest marketing communications agencies in Northeast Ohio. Previously, McCutcheon was a group creative director at Rosetta, a global interactive marketing agency. She has more than 15 years of creative leadership and digital marketing experience specializing in digital brand-building, including brand strategy, interactive marketing, concept development and visual identity. McCutcheon is

AD PEOPLE CONT.

practiced in the art of creating digital brand experiences that connect people to brands for a wide range of consumer products, retail brand and B2B corporations. She has produced work for top national brands including those in the fashion retail, consumer products, healthcare, utility and financial industries. McCutcheon holds a bachelor of arts from Purdue University and a master of arts from The Ohio State University. As a part of a collective effort, she has received several Interactive Media Awards for previous work. She lives in Hudson.

BLOG ROLL

The Pitfalls of Pursuing Measurement Perfection by Jonathan Farb, Chief Product Officer, Listen First Media

In a world where there seems to be a new channel for communicating with customers every time you turn around, there's an increasing problem of "perfection paralysis."

With so many new channels popping up, some brands are unsure how to measure their performance or understand how they stack up against competitors. Perfection paralysis sets in when they spend months trying to create flawless benchmarks and KPIs, putting together complex multivariable analyses and tweaking (and retweaking) their methodologies to account for every possible scenario. When they eventually run an analysis, or try to utilize their "perfect" algorithm, these brands often find that the results either don't spit out a succinct story or tell no story at all. Their months of work have added up to nothing, and they're left confused and discouraged, with no clear sense of where to go next.

Then there are other brands who are comfortable with the fact that their toolbox might not be "perfect." They understand the value of speed and agility in an intensely competitive landscape. They are constantly improving their toolbox as it provides them with actionable insights along the way. They have benchmarks and KPIs, and they're steadily refining the methods behind them so that they can provide even greater value. This incremental approach to benchmarking and KPI development allows them to tell the story around their brand while nascent channels take shape.

The truth is that tools that purport to have the perfect solution are only fooling themselves. Waiting for the "perfect" solution is causing brands to miss a chance to evaluate their performance right now. Using methodologies that you know will need to be tweaked may sound counter intuitive — sort of like trying to fix a train as it's hurtling down the track — but just because you can't get something perfect the first time around doesn't mean you can't use it to start making meaningful decisions.

In fact, the best way to make your benchmarks better is to actually use them and test them in the marketplace. As they say, "the perfect is the enemy of the good," and brands that paralyze themselves by looking for perfection are denying themselves insights that can help them make quick and agile decisions.

SPEAK FOR YOURSELF

How Technology is Changing the Skill Set of the Media Planner

By: Jennifer Smith CFO and Media Director at Zig Marketing Inc.

The explosion in popularity of digital

media has changed the advertising industry forever. Digital media is dynamic, and it is bought based on behaviors, interests, and activities of consumers, the depth of which go far beyond a contextual buy based on traditional demographics like age, sex and household income. On top of that, the sheer number of options is staggering. Where once there were 15 or 20 viable print publications to go with a few television and radio stations, there are now thousands of websites, on which placements are bought in real time through Demand-Side Platforms (DSPs), ad networks and exchanges.

Media directors who were comfortable and effective working primarily through traditional media are now faced with a plethora of choices that can seem almost alien in nature. Though some of the basic tenets of purchasing traditional media hold true for digital media, there is also much more to the process.

What makes a modern media planner different?

The key difference is that digital media planners must have knowledge of the many new media options available for advertising and branding. Social media, search engine marketing, pay per click advertising, banner ads, and all manners of digital media fall into the realm of the planner. The planner's depth of understanding goes beyond the surface elements of digital media, however, as a much deeper understanding of the underlying forces and technology involved is necessary for the successful purchase of digital media space.

Real-Time-Bidding, Ad Networks and Demand-Side Platforms are great examples of the complexity of digital advertising. The process involves placing bids, in real-time, for the right to advertise on a given web page, and it all happens in milliseconds. When a user visits a site, they bring with them personal data in the form of "cookies," revealing facts like age, location, gender, and recent search inquiries. This information is delivered to the Demand-

SPEAK FOR YOURSELF CONT.

Side Platforms or Ad Networks, and is compared to the desired target of advertisers. The advertiser then places a bid, and the winning bidder has their advertisement shown to the user.

Analytics have also become more complex, and happen in real-time, instead of simply after a purchase is made. This allows advertisers to learn more about potential

customers than ever before, as long as one knows how to use the numbers. Modern analytics cover areas like online activities and behaviors, time spent browsing, customer engagement, click-through rates, consumer buying nuances, and much more.

Skills to Seek When Hiring a Media Planner

Ad purchasing is no longer simply about skills in negotiation, math and statistics. Now, the media planner needs a different set of skills, including a deep knowledge of technology and how people interact with that technology. When purchasing ad space online, a superficial knowledge of how the internet works does not suffice. Instead, the media planner needs extensive knowledge of how people use the internet to find information, and how they engage with web content in general.

The media planner also needs to understand analytics — not just what the numbers mean, but how they can be used to develop more successful practices in real-time. Another key trait to look for is adaptability. Digital trends evolve so quickly that the media planner needs to stay constantly engaged.

Hiring a media planner in the digital age may seem daunting, but one can hire with confidence as long as one is armed with the facts. Technology is changing by the day, and digital trends are changing by the hour, so it is important that the media planner embrace that level of change. Beyond that, it is vital that the media planner can identify the best practices for analyzing results. So long as one keeps themselves educated and informed, one can continue to evolve side-by-side with the expected skill-set of the media planner.

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Join by Nov. 20th

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Our Young Professional Buy One Get One Half Off membership promotion continues through November 20th. Join before the deadline and get two memberships with AAF-CLE for just \$150.00.

Join here today