


# PORTFOLIO

Summer 2013 Volume 53 No. 7



INSIDE CLEVELAND'S NEW  
GLOBAL CENTER FOR HEALTH INNOVATION

# PORTFOLIO

Published by



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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.

## 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

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## ON THE COVER:

Cleveland's new Medical Mart, AKA The Global Center for Health Innovation and Cleveland Convention Center, had its official ribbon cutting on June 14th. **Dan Morgan, Straight Shooter**, was selected by several of the contractors to photograph the interior of the facility. "It was an honor being chosen by Van Auken Akins, LMN Architects, Ozanne, URS and Turner Construction to help market the project with my photography" Dan remarked. "This will be great for Cleveland"

## FROM THE TOP Jason Schafer - President



I first want to thank Jason Schafer for having an outstanding year as our President. Our club is strong and definitely heading in the right direction. Membership

is growing and our programming continues to be topical and inspiring. It is now my job to keep the momentum going. Let's not forget some important facts about our club and why we are members. We were founded in 1901 and are the longest continuous running Ad Club in the country. We remain Northeast Ohio's premier resource for communications professionals.

This is the club to network with your peers, learn the latest advertising trends, gain professional development and socialize throughout the year with the top people of Cleveland's marketing communications industry.

The way to get the most out of our club is to get engaged: join committees, bring your colleagues to events and become an advocate for our industry. I just got back from our national conference, and it is very clear that we are one of the most respected clubs in the country.

I went to the National Addys awards show, and it really got old fast seeing Leo Burnett and BBDO go up for award after award. I was very proud to see the great work from Wyse and Little Jacket get awards. We are not Chicago or New York, so we need to have a unified, strong marketing community to get attention on a national level.

I am very proud to serve you this year and will work hard to promote this region's talented creative class.

Please join me and get engaged as we take our club new heights — and have a lot of fun on our way up!

## FROM THE EXECUTIVE DIRECTOR



I'd like to take this opportunity to thank Jason Schafer for his leadership of the club over the past year. Jason did an outstanding job and was a lot of fun to work with.

Tony Weber has big shoes to fill but I know he's up to the challenge. I'd also like to welcome two associate directors to our board, Christian Turner from Wyse and Dan Mosher from Mosher Media.

I'm often asked, why join AAF-Cleveland? I believe the answer is quite simple; if you're in this business you need to be part of an organization

that can help you grow professionally. The business we're in ever changing and you need every tool in the toolbox to stay informed and cutting edge because chances are your client's are not. Another question is what's in it for me? According to a Leadership Advisor study engaged employees, in nearly every region and across nearly every engagement level, cited two factors for job satisfaction:

### Career development opportunities and training

### More opportunities do to what I do best

Through our many programs and events, AAF-Cleveland provides these opportunities for development AND gives members the chance to show off their talents in our market. So get

involved, give back, grow and have some fun in the process. You can contact me at the AAF-CLE office for more membership information or to find out how you can join a committee.



## AD PEOPLE

### Thunder::tech Adds Three New Team Members

thunder::tech, a Cleveland-based integrated marketing agency, has added an account manager and two developers to its continually growing team.



Eric Crilow has been hired as an account manager. Crilow is responsible for developing and maintaining client relationships while

coordinating with production teams to execute client projects and meet strategic goals. Crilow brings seven years of marketing experience to thunder::tech. He resides in Downtown Cleveland and is a graduate of Kent State University.



Jon Dagata has been promoted to Web developer. In this role, Dagata handles front-end Web development, site mapping, wireframing, information architecture and general website planning. Dagata joined thunder::tech in 2012 as an intern. He resides in Olmsted Falls and is a graduate of John Carroll University.



Jim Piller has been hired as an application developer. Piller builds and maintains .NET Web-based applications. He has seven years of ASP.NET application

development experience. Piller is a Garfield Heights resident and a University of Akron graduate.

## THANK YOU MEDIA PARTNERS!

AAF-Cleveland would like to thank the following media partners for their donations as part of our 2013 Public Service Media Campaign. Four local non-profits, Towards Employment, North Coast Community Housing, Beck Center for the Arts and Big Brothers Big Sisters, will benefit from discounted buys from these partners:

CBS Radio  
Clear Channel Radio  
Clear Channel Outdoor  
WEWS-TV  
WKYC-TV  
WKNR-AM  
WLFM-FM  
Radio One  
Rubber City Radio  
Advertising Vehicles  
Cleveland.com  
The Plain Dealer  
LPC Publishing  
Great Lakes Publishing  
Garage Creative Studios  
SynerG Media

In all over \$90,000 worth of media was donated. We thank our media partners very much!

## 2013 AAF-CLE "WINE & TEE'S GOLF OUTING

It's time to hit the links and enjoy some great wine. Join us for the 2013 AAF-CLE "Wine & Tees" Golf Outing coming August 5th to Quail Hollow.

18 holes, cart, lunch, prizes, contests, on course beverages, dinner and of course wine. Participating vineyards include:

**Ferrante**

**Debonne**

**South River**

**Grand River**

Monday, August 5th  
Quail Hollow – Devlin course  
10:30 am registration and warm up  
12 noon shotgun start  
5:30 dinner and wine tasting

Individual golfers [click here](#) to register

Foursomes [click here](#) to register

Sponsorship packages are still available, [click here](#) for details.

### CORPORATE MEMBERS (click names for links)

- COSE
- Chancellor University
- Doner
- flourish
- Glazen Creative Studios
- GO2 Advertising
- 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
- Recess Creative
- Repros Color
- Time Warner Cable
- The Adcom Group
- Think Media Studios
- Strongsville.com
- Virginia Marti College of Art & Design
- Wyse Advertising

## AROUND TOWN

### hfa Chosen As A Top Workplace for Second Consecutive Year

Hitchcock Fleming & Associates Inc. (hfa) has been named as one of the Top Workplaces 2013 Northeast Ohio by The Cleveland Plain Dealer for the second year. Winners were chosen based on employee survey responses about employee workplace satisfaction to distinguish companies that possess an outstanding culture and promote a positive work environment. Survey categories included job satisfaction, confidence in the future of their company, trust in co-workers, management effectiveness, company culture and compensation and benefits. An independent consultant, Workplace Dynamics of Exton, Pa., was employed to conduct the survey. The study is based entirely on employees' feedback about their companies. Employees were asked to indicate, on a seven-point scale, how much they agreed with statements such as "I believe this company is going in the right direction" and "My pay is fair for the work I do."

### Think Media Studios Takes Home 3 Emmy's

The Think Media Studios team left the 44th Annual Lower Great Lakes Chapter of the National Academy of Television Arts and Sciences (NATAS) Emmy Awards ceremony with a grand total of 9 Emmy Awards in 3 different categories. Inside Windows on the River, the team celebrated the biggest win in the company's 9-year history.

Think Media Studios won Best Promotion of Program Sports along side QTV for the 2012-13 Cleveland Cavaliers in-game video open. This adrenaline-pumping, pre-game video featured the talents of our Cleveland Cavs enhanced with flaming motion graphics, enthusiastic crowds,

and views of downtown Cleveland. "Invincible" by Cleveland's own Machine Gun Kelly, set the musical backdrop for this heart pounding opening video that quickly became a fan favorite. See video [here](#).

The team at Think celebrated the win for Best Documentary with WVIZ/Ideastream for the production of Staging Success; The PlayhouseSquare Story which tells the tale of the near demise and dramatic rebirth of Cleveland's theater district. This documentary film introduces a group of dedicated volunteers who fought to save the Ohio and State theaters from demolition and the restoration and rebuilding efforts that followed in the subsequent years. Today, PlayhouseSquare is the largest performing arts center outside of New York's Lincoln Center. View documentary trailer [here](#).

Finally, Think Media Studios' own Director of Photography, Caleb Crossen, took home an individual Emmy for Best Cinematography for his work on Staging Success: The PlayhouseSquare Story. Think Media Studios' founder, Brian Glazen says of his staff and their success; "It's exciting to see what is happening here tonight and for these people to be receiving accolades for the work they do. It's just one more indication that we have an amazing future ahead of us for creating content of this caliber."

### Whitespace creative acquires highland public relations

Two of Akron's leading marketing communications agencies have combined under the WhiteSpace Creative banner as of July 1. WhiteSpace Creative, a strategic integrated marketing communications agency, is acquiring Highland Public Relations, a westside full-service public relations firm. WhiteSpace will retain the entire Highland PR staff.

Its president, Robert Zajac, will become executive vice president at WhiteSpace. This is the second acquisition for WhiteSpace within the year. It acquired Fairlawn-based SmileyHanchulak Marketing Communications in August 2012, retaining a large majority of its staff and clients.

## NOCA

### Long Live the King

There is an old adage that says "content is king." That has never been truer than in today's topsy-turvy world of marketing. Coupled with all the upheavals wrought by social media, there sits a (relatively) new moniker: content marketing.

And who is riding that wave with more success than Cleveland's own Steve Pulizzi. Steve and his Content Marketing Institute (CMI) and Chief Content Officer magazine are recognized throughout the world as sitting atop of the global pyramid of content marketing.

In September, Steve and CMI will focus the attention of the content marketing universe on Cleveland and our new convention center for Content Marketing World 2013 – a three-day event that already has commitments from more than 1,200 people in more than 30 countries. (Steve said recently that the next best attended event on content marketing drew only 700.)

And they say that Northeast Ohio's best marketing days are behind us. NOCA – and Steve – say something different.

Jim Tabaczynski  
President, NOCA

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



## BLOG ROLL

### How do you tell a good story?

By Annie Murray, Copywriter, WhiteSpace Creative

Author of five New York Times best sellers, Daniel Pink created a stir in the business world by coining the phrase, “The MFA is the new MBA.” In his 2005 book *A Whole New Mind: Why Right-Brainers Will Rule the Future* and a number of subsequent articles and speaking engagements, Pink advocates the master of fine arts for its cultivation of “right-brain” tendencies like curiosity, inventiveness and empathy, qualities he predicts will surpass the need for “left-brain” logic.

Obviously the answer is that both are vital to a productive environment. But allow me to indulge myself and my fellow right-brainers by exploring Pink’s prediction.

I did my undergraduate degree in English literature at a liberal private college. Immediately following, I spent a year traveling, which grew into five years of “life experience,” and eventually landed in an MFA program, studying creative nonfiction. Which is to say 10 years after graduating college *summa cum laude*, I didn’t find myself a very marketable job applicant.

WhiteSpace Creative took a risk by hiring me as a copywriter with no experience. I’d never taken a technical writing class! I’d never heard of an RFP or an FSI or SEO! But what I did know was how to tell a story.

I found out very quickly that storytelling is vital in advertising, that connecting to human impulses is the most direct and long-lasting way to endear a consumer to a brand. My MFA has served me well. Lessons I have taken from the classroom to WhiteSpace include:

**Collaboration:** The MFA is built on collaboration. Writing workshops, visiting writers and the thesis process hinge on receiving and integrating feedback, from

concept to completed manuscript.

No one should create in a vacuum, regardless of purpose. Being able to take criticism and effectively integrate feedback from team members and clients alike is crucial.

**Authenticity:** The MFA trains writers to be mindful, active observers. We learn to study people and their environments, to understand what makes a person tick, and to render that on the page in a way that is truthful and far-reaching.

In business, this translates to motivation. Understanding what motivates a consumer and effectively speaking to that need is invaluable.

**Narrative:** MFA students learn how to craft narratives, studying pacing, character, plot structure and detail. We also learn about different genres and traditions as well as inventive ways to reproduce our culture’s narrative archetypes.

As humans, we make sense of the world through narrative. This journey to understanding crosses into our choices as consumers, making storytelling king in the world of branding.

**Language:** In writing workshops, thesis defenses and craft discussions, language choices are scrutinized. MFA students develop unique voices through their capacity to manipulate and surprise with language.

If storytelling is the craft, then language choices are the tools. Everyone in business wants to be strategic, innovative and engaging. But can you communicate that without using tired buzzwords like strategic, innovative and engaging? My guess is that a person with an MFA can.

What some of Pink’s adversaries argue is true – you don’t see many business job postings that list an MFA as a requirement. However, much like agents who review manuscripts and consumers who flip through magazines or view websites, you often don’t know what

you’re looking for until you find it.

Since entering the business world, I’ve also learned to give up the good fight for the Oxford comma and force myself to use exclamation points daily, but, well, that’s another story.

## AAFCLC ANNOUNCES PROFESSIONAL DEVELOPMENT LUNCHEON SCHEDULE

The 2013-14 Professional Development Luncheon Series will kick off on Tuesday, September 17th with Sherwin Williams CEO, Chris Connor speaking on TBD. Also slated for the series are Larry Weber, Chairman of the W2 Group and Clare McDermott, Editor and Chief Content Officer for the Content Marketing Institute plus other informative speakers and panels. More details coming soon.

# Tuesday September 17th

## SPEAK FOR YOURSELF

Dan Leibundgut asked me if I’d write a piece for this month’s portfolio. I told him I’d be honored. So, I thought about it. Should I preach? Impart wisdom to the passionate young guns? After all, I have 30-plus years in the advertising biz (mostly with Wyse and a few at Meldrum & Fewsmith which magically turned into Melamed Riley Advertising.), have designed a few magazines (Exit, Cleveland and The Plain Dealer’s Sunday Magazine), created images for Kodak’s pavilion at the 1970 World’s Fair in Osaka, Japan and won more than my share of awards in print and broadcast.

Nah, I’ll just present a perspective: Mine. So here goes.

Creativity engages. Period.

I just love what’s happening today in advertising. Targeting is so much more... well, targeted. The media options have dramatically increased. And technology has made it much easier to find and understand specific audiences. Technology has also made it easier to change and tailor messages quickly—to respond to market whims and fancies with a moment’s notice. That is so cool!

Technology has always changed our business. It just changes faster now. What hasn’t changed is how quickly markets will move when ads utilize creativity to touch people emotionally. That’s engagement. It can be a scary thought for some, because it’s really a lot of work. Understanding your market, sifting through the analysis, and uncovering insights that will open the door to tactics that touch the heart are no easy tasks. But once you have that done and you add emotional engagement — any emotion, really — and you have the potential to blow marketing goals right out of the water. I learned this early.

When I was nine years old, I saw a

magazine ad that stopped me in my tracks. The ad showed a Wolfschmidt Vodka bottle hitting on a tomato. The tomato kind of liked the vodka. He had taste. (Shut up and Google it.) They were talking to each other in very human terms. It was a really simple layout of the bottle dominating the page with a tomato next to it. Pretty phallic. And pretty cool! Even cooler was the ad that ran in the next issue. This time the Wolfschmidt bottle was on its side sweet-talking an orange. But the orange was pissed. “Who was that tomato I saw you with last week?” Brilliant! And engaging. These ads from George Lois set me on a path that was to become my advertising career. Volkswagen’s “Think small.” outdoor board pushed me further down that path. And Jerry Della Femina’s book “From Those Wonderful Folks Who Gave You Pearl Harbor” pushed me over the edge. (I must have reread that book a hundred times.) But I digress.

So, while “engagement” is a big fat buzzword today, it’s always been the goal of good advertising. And being authentic and genuine is one way to be engaging, as I learned on my very first TV commercial assignment.

I was 22. The spot was for Asia Minor, a store in Lakewood that was loaded with Persian merchandise imported from the owner’s family in Iran. It was a fun glittery store jam-packed with clothes, jewelry, art, rugs and brass works. I had been doing print ads for the store with good success, but the owner, Jonni Poursanjonni, wanted more. And he gambled on TV to get it for him. He negotiated a media buy that included the TV station shooting the spot. Since I didn’t trust the station to do a good job editing (no offense TV guys), I wrote the spot with the idea that it would be shot in the store with one take, starting very wide

to show all the stuff with a slow zoom in to Jonni as he described all of his great merchandise. I had him speak in Persian, which he did with feeling—emotion that said even more than the English subtitles. It was genuine. It was emotional. It was engaging.

It was also effective. When that spot ran, people came from all over the station’s vast viewing area to see Asia Minor for themselves and to buy. Again and again. Powerful stuff. Jonni was able to ride that success for many years. Unfortunately, when the Iranian government was overthrown by an Islamic revolution in 1979, Jonni’s supply line was cut off (as well as a few of his relatives heads) and he had to close the store.

That’s sad. But the point is clear, engaging advertising will always overpower the marketplace. And make it move.

---

Dan Fauver, longtime Art Director, Vice President and Associate Creative Director at Wyse

Advertising now works from an office at Melamed Riley Advertising on PlayhouseSquare, Cleveland.

DanFauver.com DanFauver@me.com

MelamedRiley.com

# ON THE SCENE

Photos from our June Awards Luncheon and Marc Wyse Book Launch Event



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2



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12



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18



19

1 Jason Schafer, Jack DeLeo, King Hill & Keith Berr

2 Andy Halko, Risa Goehrke, Kelly McGlumphy, Alyssa Evanoff & Sean Szczepinski

3 King Hill and family

4 The Doner crew

5 Bruce Akers, David Stashower & Mike Cargile

6 Jason Schafer, Julie Telesz & Dan Leibundgut

7 Jason Schafer, Whitney Scott & Dan Leibundgut

8 Jason Schafer, Sam Forgione & Dan Leibundgut

9 Jason Schafer, Shirley Stineman & Dan Leibundgut

10 Andy Halko, David Stashower & Dan Leibundgut

11 Keith Berr & Grace Heese

12 Grace Heese & Jack DeLeo

13 King Hill & Grace Heese

14 Getting Marc's Book

15 Richard & Emily Smucker

16 Dan Fauver & Sheila Wyse

17 Jennifer Wyse

18 Chris Johnston

19 Chris, Jennifer & Sheila