

DMN News



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Brands want summer film magic

By Dianna Dilworth

Marketers are tying campaigns to films they believe will be summer blockbusters, including *Shrek Forever After*, *Toy Story 3* and *The Last Airbender*. The list includes Cisco, Aflac and the US Postal Service.

Cisco's Flip Video unit partnered with Paramount Pictures and Nickelodeon Movies for a campaign tying its Flip cameras to the M. Night Shyamalan film *The Last Airbender*. The campaign launched June 17, the film's debut date. Flip also launched a limited edition series of nine cameras branded with *The Last Airbender* design and content.

The effort includes e-mail, banner ads, social media and e-commerce elements. Bird was the agency responsible for creative, while Urgent Content worked on production and Media Storm handled production.

"It is the first marketing initiative that we have undertaken with a movie studio," said Jodi Lipe, direc-



Multiple marketers are partnering with Disney's Pixar around the 'Toy Story 3' film

tor of marketing for Cisco consumer products for the Flip video brand. "The idea was to partner with a film that shares the same demographic and provide a way for Flip to extend our capability

to these movie fans."

A number of marketers and retailers are linking themselves to Disney's *Toy Story 3* film. Toys "R" Us partnered with Disney's Pixar unit for an initiative that includes a

special page on the retailer's e-commerce site with exclusive *Toy Story 3* products, as well as interactive games. The company launched the microsite June 13.

"It is about providing fun and interactive elements for kids and families," said Bob Friedlind, senior PR manager at Toys "R" Us. "It is a playroom for all things *Toy Story*."

In the interactive game, consumers can hunt aliens from the film for the chance to reveal behind-the-scenes videos, as well as to win discounts on *Toy Story 3* products. The retailer is also using the effort to drive in-store traffic, giving consumers who buy *Toy Story 3* merchandise a free movie ticket at select locations.

The US Postal Service is also using an integrated campaign to tie its products to the family friendly Disney film. Disney agreed to produce the USPS' springtime consumer-focused campaign, based

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Coty taps Rapp for digital work

By Rose Gordon

International fragrance and beauty company Coty selected Rapp as global digital agency of record for several of its brands. Rapp, an Omnicom direct marketing agency, will handle digital initiatives for Coty's Sally Hansen brand, and its licensed Guess, Halle Berry, Beckham and Playboy brands.

The scope of the work includes everything under the digital umbrella aside from media buying - previously consolidated under OMD - including website design, display, e-mail, social media, CRM, analytics, according to Rapp's New York MD Terry Young.

Sales at the Paris- and New York-based Coty totaled about \$4 billion for its last fiscal year.

"In partnership with Rapp, we will be able to better serve the needs of our consumers by providing new ways to enhance their well-being," said Steve Mormoris, Coty's SVP of global marketing, in a statement released to *DMNews*. Mormoris could not be reached by telephone by press time.

It was not immediately clear who the incumbent agencies were on the brands, but Young said it was a competitive pitch that resulted in the consolidation of the brands under the single agency. ●

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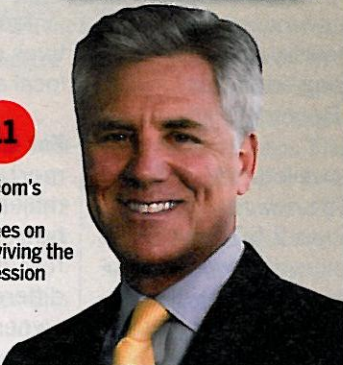
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20th Century Fox teams with Jagtag for Avatar promo



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Axiom's CEO dishes on surviving the recession



IBM buys Coremetrics to boost analytics

By Iris Dorbian

IBM's planned acquisition of Coremetrics, announced June 15, is further evidence that technology companies will continue to add analytics capabilities to their products and services, industry experts told *DMNews*. The transaction, whose financial terms were not disclosed, is expected to close in the third quarter of this year.

"Some people would say that web analytics as a space has peaked. I don't think that's true," said Bob

Hale, SVP of corporate development at marketing services provider Alterian. "It's ready for the next phase to be something larger. It needs to be part of a larger ecosystem, so rolling it into a company like IBM makes sense with its advanced services."

Alex Yoder, president and CEO of Webtrends, an analytics and measurement service provider, added that "it's been demonstrated time and time again that most of the

'IBM' continued on page 26

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INTEGRATED MARKETING How do I integrate e-mail outreach into a digital marketing campaign?

“While the mainstream emergence of social media marketing continues to generate the most buzz and attention, we cannot afford to forget about the importance of the other platforms to the development of a fully integrated campaign,” says Matt Murphy, founder and executive director of Fusion92, a digital marketing agency. “E-mail marketing is still one of the most integral components of a cross-platform digital campaign.” While marketers now have the unique ability to leverage campaign-branded microsites and social media accounts to maximize this channel, the value in e-mail outreach lies in its ability to create compelling, dynamic content tailored to well-targeted audiences, he adds. Conducted properly, e-mail campaigns that incorporate the right template designs, list management and messaging are an effective means to cement relationships with audiences. “Add real-time analytic tracking and reporting, and it’s clear to see why e-mail remains an imperative element in any ROI-generating campaign,” says Murphy. ●

COUPONING Is investing in coupons still worthwhile for brands?

Yes, says Rob Aksman, cofounder and EVP of client management experience at BrightLine iTV, an interactive TV advertising firm. For today’s cost-cutting, budget-conscious consumer, the coupon remains a primary means of not only obtaining savings, but also a motivation for testing a product or service at a time when every dollar counts. However, as print circulations continue to decline and consumers increasingly turn to mobile phones, laptops and television sets, you might consider digital coupons for a more immediate response, notes Aksman. Additionally, digital coupons make more sense from a green perspective. Thanks to smartphones, consumers can access digital coupons when and where they need them, such as at the grocery store or at the mall. “While it’s not going to be an immediate shift, as proper scanning equipment in-store is not yet in wide use, it’s certainly a trend that will continue because consumers and advertisers have much to gain,” says Aksman. ●

INTERACTIVE BARCODES How do I use interactive barcodes in campaigns?

Smartphones have exploded onto everyone’s radar, and QR codes are the way to take full advantage of this technology with everything you print, says John Foley, Jr., president and CEO of InterlinkOne, a marketing service provider. While the use of QR codes is certainly on the rise in many places, there still may be a high level of unfamiliarity within a target audience. “If you are thinking about adding a QR code to your printed materials, it will be important to break down potential barriers with education,” says Foley. “Place one in your e-mail signature, blog posts and e-newsletters to raise curiosity. Or, if you are including a QR Code as a call-to-action, provide a bit of how-to text on the printed piece with specific instructions of how to use it. QR codes may still be readable with up to 30% deterioration, according to Foley. “This allows you to take a few liberties when it comes to designing a QR code, like putting your logo in the middle of a QR code,” he says. “Adding a creative touch may encourage people to take the initiative to scan the QR code.” ●

AFFILIATE NETWORKS Should I promote my site across multiple affiliate networks, or just one?

So long as the affiliate network you choose has ample volume, relevant experience and excellent client service, it makes the most sense to work exclusively with one, says Daryl Colwell, VP of business development at marketing service provider MediaWhiz. By partnering with just one affiliate network, you can accomplish the following three important goals: manage the quality of leads and sales to your site; manage your cost-per-action (CPA); and limit your time spent with vendors, he says. The affiliate network will determine the best and worst quality publishers on an offer, phasing out the poor performers. Working with a single advertiser network ensures they won’t see a poor affiliate’s traffic again, adds Colwell. If multiple affiliate networks have your offer, they will undoubtedly compete with each other for the same affiliate’s traffic, he notes. The way that each network will manage to win the traffic is by cutting their margins and offering their affiliates a higher payout, says Colwell. ●

The resource for direct and interactive marketers

6 Agencies & Creative Services CATALOG AGENCIES

Agencies & Creative Services

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