

THE HARMELIN MEDIA REPORT

A Monthly Newsletter Published By Harmelin Media

April 2007



Volume 18 No. 4

The African American Online Target by Holly D. Singletary

With the Internet becoming one of the most used forms of media, advertisers are jumping on board and maximizing their opportunities within the interactive community to target specific audiences. However, targeting some audiences such as the African American community can prove to be a difficult task. According to comScore Media Metrix, there were 177,372,000 unique Persons 2+ Internet visitors in the U.S. during March 2007; only 8,536,000 were African American. While the African American percentage of the entire U.S. population is 12.6%, it's only 4.8% of U.S. online world. So how do you reach the African American target online?

The biggest problem in reaching African Americans online is that unless "declarative data" questions were asked during user website registration, it is very difficult to determine the race of the website visitor. Further complicating matters, web-users are not always truthful about their personal information. Some assumptions can be made about the likely audience based on the content preference or items viewed on the websites, but there are no silver bullets to reach the African-American market on the general web.



There are four major interactive sites that are known to have high concentration of African Americans. They are BET.com, BlackPlanet, Black America Web, and AOL Black Voices. Advertisers can buy a large share of voice on these sites and their ads will continuously be shown to generate exposure frequency to the target. This method can carry high spend minimums and due to the fact that there are only four major sites, inventory sometimes sells out months in advance.

Many sites that some might think target African Americans do index well against the target, but still have a predominately non-African American audience. For example, AllHipHop.com's African American index was 234 in March, but 88.7% of its unique visitors were not African Americans (an African

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Business Marketers Embrace Online by Steve Zartarian

The staid world of business-to-business advertising is not so staid anymore. B-to-b marketers have historically concentrated their efforts in trade journals and general business magazines, because these vehicles reach their target audiences most cost-effectively. More and more, however, they are adding online weapons to their arsenals.

Print is still the medium of choice for b-to-b advertisers, but online is making inroads. Last year, the top 100 business-to-business marketers spent \$1.5 billion in trade and business publications, but they also allocated \$650 million to interactive advertising. In addition, some recent surveys of b-to-b marketing executives are indicative of the trend. In a study conducted by *B-to-B Magazine*, 76% of respondents indicated their online spending would increase in 2007 over 2006, by far the largest percentage of any medium. Direct mail ranked second (50%), followed by events (44%), and print (34%). In the online category, 32% of respondents indicated that website development will grow the most, followed by e-mail (22%), Web 2.0 technologies (22% - webcasting, sponsorships, blogs, video, social networking), and search (19%).



The reasons for the growth in online may well be related to advertisers' goals for the year: 62% said their primary objective is customer acquisition, while only 19% indicated brand awareness, and 11% pointed to customer retention. Traditional print vehicles are considered excellent media for building brand recognition, but online, with its ability to measure response and identify prospects, is a viable means of adding to the customer base more immediately.

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Keeping Viewers Engaged by Alysha Maris

Advertisers have always faced the challenge of keeping audiences interested and attentive during advertising messages. Many cable and broadcast networks have recently stepped up this effort and are strategizing on ways to keep people engaged during commercial breaks. As Nielsen moves forward with its commercial ratings service, the networks are bracing for some fallout. With commercial rating guarantees looming in the near future (some form may be used as soon as this network upfront), the networks are working hard on ways to keep their audiences during the breaks. A few of the networks taking the largest steps are VH1, ABC, CW, and NBC.

The focus of most networks is how to stream from content to commercial. VH1 recently tested "Showstopper" advertising, a flowing sponsor message around short-form content designed to complement the ads and compel viewers to pay attention. VH1 tested these on two nights in February.



VH-1's Best Week Ever

The break began with commentary on pop culture by two of VH1's *Best Week Ever* comedians who were framed with text borders that alerted viewers of what was next. They then went back and forth between more commercials and more commentary. The second test was the same, but ditched the text borders. Viewers were surveyed and 47% said they paid more attention to the Showstopper advertising, while 27% were more likely to purchase the advertised products.

ABC has tried to transition out of content and into commercials, using *Ugly Betty* and *According to Jim* as samples. In *According to Jim*, the characters are watching TV and the camera narrows to the television set on which the ad is running. This is a creative first step, but ABC needs to work on better transitions. The CW strategy has centered on content wraps. These are mini-shows, some less than two minutes, that are sponsored by advertisers during regular commercial breaks. Advertisers were impressed that this technique brings value to the commercial and helps maintain retention during those breaks.

NBC has received praise among advertisers as well. The network has taken some of the most extensive steps towards keeping viewers engaged. Unlike some other networks, they have not focused on the transitioning of content to commercial. However, they are taking more of a well-rounded approach, using a variety of media to keep the viewer engaged in the commercial content. The strategy is to drive consumers from the television to the Internet, where they will see the ad, then back to the TV. NBC is using its digital extensions to make its television network more appealing.

Networks are taking initiatives in keeping viewers engaged during commercial breaks and their efforts are making them more attractive to advertisers. However, in the end, it still comes down to the content of the actual commercial. In order to get consumers interested in a product, they must be aware and compelled during the commercial. A lousy commercial isn't going to keep anyone engaged.

New Newspaper Demo: Adults 18-34? by Pam Gulotta

It's a topic that has been discussed and dissected many times over. It's a subject that's been around for generations. The younger the person, the less likely he's a daily newspaper reader. 18-34 year olds read the newspaper far less than people 35+. The question is: Can daily newspapers target this young age group successfully?

Why don't younger people read the newspaper? Some say it's the same reason why they don't vote or do many of the other things that older people do. They're in the prime of their lives! Life is so exciting for them, they don't have time to do anything but actually live! The news? Who cares?

Or maybe this is too simplistic and there are other reasons why young people don't read the newspaper.

Today, media consumers can control their news. They can sort and narrow down news so that it relates directly to them with customized information. They can create blogs discussing a given topic with other news seekers. These bloggers generally relate to other cutting edge media options, such as *The Daily Show* on Comedy Central.

How do newspapers tap into what's important to younger adults? One editor suggests newspapers present the day's news in a concise manner. Under its new publisher, *The Philadelphia Inquirer* began doing just that. It condenses the news on the back page of the sports section each day.

Fortunately, it's never too late to create a newspaper reader. But what does the young reader want?

The World Young Reader Conference was held in September of 2005 in accordance with WAN

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(World Association of Newspapers) to determine just that. Hundreds of participants from around the world examined successful editorial and marketing strategies aimed at building a newspaper reading habit among young readers, both in the home and at school.



The conclusion of this conference was to brainstorm ideas to close the generation gap, such as strengthening the connection between the newspaper and its website, and generating more media clubs in schools.

"Not long ago, there wasn't general access to Palms, PCs, Internet, there were no Googles or E-Bays," said Hector Aranda, general manager of an Argentinean publication who attended the World Young Reader Conference. "We have issues in front of us (for attracting younger readers) that are substantially different than what our predecessors faced, or even ourselves just a few years ago."

To attract a 20-something, perhaps the simplest of suggestions would be to include more news about this age group. Obviously, one can't create the news, but perhaps some 'news' is being overlooked.

The American Society of Newspaper Editors conducted a study on adults aged 18 to 39. It compared the events in daily newspapers and their relevance to the potential readers. The study showed that ninety percent of people written about in the main news were older than 40 or younger than 18. Ninety-seven percent of people in the community and features pages were over 40 or under 18. Ninety-five percent of people in the local news pages were over 40 or under 18. So why not write more about 18-39 year olds?

The newspaper is a key media outlet. "No other channel can beat a newspaper for the breadth and depth of the information it conveys, or for its ability to surprise, please and entertain. One can enjoy it wherever and whenever you want," said Antonio Dias, executive vice president of a publication in South America, who also attended the World Young Reader Conference. "Printed newspapers are cheap, environment-friendly, and pleasant to read. They provide more diversified information and in-depth analysis, and incorporate a significant element of a good life."

It will be a challenge for newspapers to attract young readers, especially in the current climate of customized media options. But, like all media, they'll need to adapt if the medium is to survive.

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American index of 234 means that African Americans are 134% more likely to be reached on that site than on the average website).

An alternative to buying a single website to reach the African American target is to use behavioral targeting, such as a "vertical ad group." These sites do in fact target ads based on the user's demographic characteristics, such as race. The ads can be spread across multiple websites to generate reach. However, because the sites delivering the ads are fragmented by the demographic profile of the target, the ad may not stand out on a single website and, in fact, the advertiser may not even see his company's own ad. The other caveat is that the demographic information is likely not 100% accurate — it's up to the user to be truthful when he registers.

The African American market is active online. This market openly receives online advertisements. When planning and buying interactive media to reach African-Americans, advertisers need to leave their previous assumptions about high indexes behind. Plan with an internet mix of ad groups and relevant content sites to achieve direct targeting.

Around the Water Cooler

**A Completely Unscientific Survey of Harmelin Media Employees...
This Month's Question:**

What primetime season finales are on your 'must see' list?

Lost (ABC)	35%
Grey's Anatomy (ABC)	33%
American Idol (FOX)	23%
24 (FOX)	23%
The Office (NBC)	21%
Heroes (NBC)	14%
The Sopranos (HBO)	12%
None	9%



The Harmelin Media Report is published by:

**Harmelin Media
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Bala Cynwyd, PA 19004
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Visit our website at www.harmelin.com

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Therefore, the expenditure in website development – upgrading and expanding site content – is not surprising, since marketers see their sites as crucial, with prospective buyers increasingly accessing sites to research and buy products. E-mail is also regarded as an important response vehicle. Bob Weinberg, president of RW Consulting, points out that “e-mail and telephone are the least expensive and most expensive mediums, respectively, and you have close to the same response rate.” A Direct Marketing Association study found that e-mail had the second highest response rate of any medium (2.45%), compared to 1.27% for direct mail. And the *Email Marketing Benchmark Guide 2007* reports that 77% of marketers report the impact of e-mail is increasing, and 35% say it is increasing significantly.

The growing use of various Web 2.0 technologies is highlighted by another survey, conducted among 5,300 technology and b-to-b buyers by KnowledgeStorm. It measured the impact of new media on the b-to-b market, and Matt Lohman, KnowledgeStorm’s research director, says the survey indicates that “we are really in stage two of the opportunity for online marketing and advertising. There is a whole wave of opportunity to extend marketing campaigns via things like blogs, podcasts, and various video formats. The sky’s the limit in terms of the ways to be effective on the Internet and really measure results.” The study found that video is making the broadest impact, since 63% of respondents access video online at least weekly, and do so primarily for business and technology information, and not just entertainment. Of these, 57% said video content had influenced a b-to-b buying decision. Respondents did not report as much use of social networks for business reasons – 42%

reported being familiar with them – but sites such as LinkedIn.com and Secondlife.com receive heavy usage from b-to-b buyers.

LinkedIn.com is an online network of more than nine million professionals from 130 countries around the world that serves as both a means of locating potential clients, service providers, subject experts and partners, and

Harmelin Media Welcomes Philadelphia Convention & Visitors Bureau

Harmelin Media is pleased to announce that we’ve been named the media buying and planning agency for the meetings and conventions market of the Philadelphia Convention & Visitors Bureau (PCVB). The PCVB is the official Tourism Promotion Agency for the City of Philadelphia, and the primary sales and marketing agency for the Pennsylvania Convention Center. The organization also has specialized departments dedicated to the multicultural, sports, and life sciences markets.

PCVB’s mission includes attracting ethnically diverse regional, national, and international visitors, conventions, and group tours through creative marketing and communications. Its aim is to deliver exceptional service and experiences for all target markets, ensuring return visits to Philadelphia. Harmelin Media is eager to help bring conventions, tradeshow, and large events to the Pennsylvania Convention Center and Philadelphia. We also look forward to a long-lasting relationship with PCVB.



as an employee recruitment and placement service. Secondlife.com is a 3-D virtual world site where many prominent companies, such as Sun Microsystems, Wells Fargo and Reuters, have set up storefronts where they sell products and services to visitors, test concepts and products, and hold virtual events.

In addition, SEO (Search Engine Optimization) is being used increasingly by b-to-b advertisers, both through the general sites (Google, Yahoo, etc.) and b-to-b sites such as Hoovers, Business.com, and Kellysearch. This last site is owned by Reed Business Information, a major b-to-b magazine publisher, and this illustrates another trend: trade publishers are looking for their slice of the online pie, and they offer a variety of advertising options. In addition to search sites, their magazine websites provide a gamut of online possibilities, ranging from basic banners and e-newsletter ads to more complex forms such as webcasts and webinars (web seminars, conducted by experts provided by the advertiser, with advertising and sponsorship opportunities). Like newspapers that are trying to offset the loss of print advertising revenue with online advertising, trade publishers are adopting the same strategy. Trade journals still have their place, and industry research indicates that circulation and readership levels are steady, but the publishers are jumping on the online bandwagon. They too realize it is the wave of the future.

