

THE HARMELIN MEDIA REPORT

A Monthly Newsletter Published By Harmelin Media

January 2008



Volume 19 No. 1

Lifestyle - the Evolving Media by Sue Laks

Lifestyle media, often called guerilla, alternative, non-traditional or one-to-one media, has been generating buzz for over a decade. Lifestyle media is defined as creative and memorable media that interact with the targets at key touch points in their lives.



I remember buying Go-Card postcards in 1995 when they were considered "cutting

edge." Harmelin Media has understood the importance of lifestyle media for many years.

Who's involved with lifestyle media? Any advertiser who has been keeping up with the trends in our society knows the importance of keeping informed about new media. The business press has proclaimed that advertisers can no longer rely solely on thirty second TV spots to get their messages to their audiences. Well, that's sort of true. While lifestyle media is a great way to reach a target when it's captive and when the message is most relevant to them, it's still no substitute for mass media to generate reach. Lifestyle media builds on that mass media to drive home the message in a unique and creative way.

Many traditional outdoor vendors have jumped on the non-traditional bandwagon. Take Titan Outdoor. Titan is a traditional outdoor company that has been in the forefront of non-traditional media. From telephone kiosk wraps to Michelangelos (ceiling signage in buses and rail) and street banners to construction wraps, Titan has understood that they can't stand still or they'll be passed

(Continued on page 2)

The Blogosphere by Debbie Sprawka

The blogosphere is exploding! And the definition of "advertising" is broadening to include types of new media such as blogging. As "user-generated content" becomes more popular, advertisers should consider whether blogging is right for their brand. As with all media, blogging has advantages and disadvantages that should be evaluated before incorporating this new "media" into the mix.

There are two ways for advertisers to get involved in the blogging trend: companies may develop the content/blogs themselves, or a company can advertise in third party blogs.

If a company chooses to create the content themselves (sometimes referred to as a corporate weblog), they must have something compelling to say on a regular basis. Blogs can be used to share views, announce new products or to react to consumer opinions on certain issues. Corporate blogs may also add a sense of credibility in addition to a standard website. This is due the nature of interacting with the target market on a more personal level. A corporate blog also has the benefit of having a more casual environment of self-promotion versus a press release.

Other advantages to creating blogs for a company are the minimal cost of upkeep and ultimately, the results may compare to the king of all advertising: word of mouth. It is a great place to distribute information and ideas around a product where the content will hopefully be passed on to others. Examples of blogs with company-created content are the Palm (<http://blog.palm.com>) and Johnson & Johnson (www.jnjbtw.com) blogs.

On the other hand, it is important to note that with 120,000

(Continued on page 3)



JNJ BTW

a three dimensional view of

Johnson & Johnson

November Sweeps by Lauren Stever

Starting in November, the TV world has been focused on one thing: the writers' strike. With the weeks growing longer and longer, many wonder how many episodes of their favorite shows are left and how long we would have to watch reruns of *The Daily Show* and *Letterman*.

While the networks were preparing for the strike, they were also fighting to win the ratings war that is the November Sweeps. With the exception of the LPM markets such as Philadelphia and Boston, most of the markets still rely on the diaries which are mailed to about 2 million homes each year during the sweeps months of February, May, July and November. During these months, the networks are more likely to use creative stunts to attract viewers like special guest stars, extended shows, and controversial topics.

For the third year in a row, ABC won the battle for the 18-49 demo in November. With popular returning programs such as *Dancing with the Stars*, *Desperate Housewives* and new programming like *Samantha Who*, ABC pulled an average of a 3.7 rating.

CBS was second in the 18-49 demographic but won its seventh consecutive November sweeps for total viewers. Although ABC and CBS came out on top in November, the ratings were still down by 7% and 8% respectively from November 2006. FOX is the only big network that experienced an increase in ratings in 2007. With hit shows such as *House* and *Bones*, FOX's ratings increased 19%.

NBC has a different story to tell. Other than *Law & Order: SVU*, *Heroes* and *Chuck*, none of NBC's primetime programming delivered the ratings NBC was hoping for. NBC ended the November sweeps period down 14%, with a 3.2 rating for Adults 18-49.

While the rest of the networks are offering clients first quarter makegoods for underdelivery of ratings, NBC is taking another approach. Due to the failure to achieve guaranteed rating levels, NBC has started to quietly reimburse advertisers an average of \$500,000 each. This is the first time in years a network has had to reimburse clients.

Despite the writers' strike, NBC is hoping to bounce back from its hardship. In February, NBC will bring original episodes of *Law & Order: Criminal Intent* back from cable. NBC is also hoping new shows such as *Lipstick Jungle* and *American Gladiators* will capture the viewers looking for new shows, since most of the shows on TV will be in reruns.

With no end in sight to the writers' strike at the moment, the networks are running out of fresh programming. Most likely, TV will be filled with reality shows and reruns. With the next sweeps period already approaching in February, whether NBC and the other networks will see increases in ratings is going to be difficult.

Lifestyle Media

(Continued from page 1)

by other companies with newer media forms.

Clear Channel Outdoor is another company that has expanded into non-traditional media. Whether it's taxi wraps, cash register receipts, or mall advertising, they're constantly looking for new ways to reach consumers in relevant environments.

Harmelin Media is very tapped into this medium, with an electronic library of over 2000 different forms of lifestyle media, alerts from lifestyle companies about new venues, and staff training for evaluating and incorporating lifestyle media into our media plans. We



have a different lifestyle vendor in our office several times per week, presenting their capabilities to our staff. We attend the STAR Showcase events to make sure we're up on which companies are selling what venues. We've developed strong relationships with these vendors so that they come to us first with new venues, offers to include our clients in their beta tests, and work with us on rates and added value.

As the lifestyle media arena continues to evolve, Harmelin Media has learned how to approach it, evaluate it, and even start to measure it. We don't recommend a medium until we've put it through our C.A.S.E. Analysis. The medium has to pass the rigorous test of being **Creative**, **Affordable**, **Strategic** and **Executable** before it makes it onto a Harmelin Media plan. While new lifestyle media venues are popping up daily,

(Continued on page 3)



THE HARMELIN MEDIA REPORT

Published by Harmelin Media

525 Righters Ferry Road, Bala Cynwyd, PA 19004
(610) 668-7900 fax (610) 668-9257

President: Mary Meder Editor: Terry Maher

Visit our website at www.harmelin.com

(Continued from page 1) **Blogosphere**

new posts per day and over 70 million blogs to choose from, the competition is fierce for attention. Consumers may be looking for a needle in a haystack for certain topics. With so many choices, the content must be timely and significant to generate a substantial audience.

If a company does not feel that they have enough compelling information to compete in the blog society but would like to take advantage of the popularity of this trend, they should consider advertising in a blog network or an individual blog site. Advertisers can hand-pick blogs from categories such as parents, liberals, baseball fans, techies, Philadelphians, foodies, outdoor enthusiasts, etc.



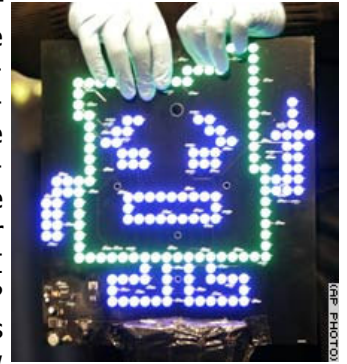
While some blogs have a small regular readership base, others have huge audiences. Two examples of popular blogs include PerezHilton.com and DrudgeReport.com. PerezHilton.com is an online celebrity gossip and entertainment blog that generates and estimated 38 million impressions per week. The Drudge Report is a political news blog with an extremely dedicated following and is estimated to reach over 250,000 people per week.

If considering advertising in a third party blog, it is important to note that what makes the blogs so successful can also be an area of concern. Blogging is an uncontrolled and unpredictable editorial environment. The lack of control includes a risk that is not present with print or television advertising. In addition to not controlling the blogging content, most blogs also allow visitors to comment on the entries, making the risk even higher. If this is an area of concern, advertisers should use this opportunity to get involved in this trend with caution.

With the influence and popularity of bloggers growing, it is at least time to think about whether or not advertisers should jump on the blog wagon.

(Continued from page 2) **Lifestyle Media**

our approach to evaluating them remains the same. A planner needs to understand what questions to ask, and be willing to turn over a number of rocks to truly understand the benefits and pitfalls of any medium. Some of the most important questions that need to be asked include: have any other advertisers bought your venue, have you or your clients been sued for using that medium, and can I have that guaranteed in writing? Communication with our clients is also key. Clients need to know upfront all the potential ramifications of using a particular medium. If they are the first advertiser to use the medium, they need to know there may be bugs in the system that will probably be worked out during their campaign. Lifestyle media is not for the faint of heart. Clients need to be willing to take a little risk.



Creativity is what lifestyle media is all about. Lifestyle media, like most media, is much more effective when the message is married to the medium. Slapping up a print ad on the back of a bus pretty much goes unnoticed. Incorporating a message that speaks to the medium will get people's attention and draw them in. Media and creative should never work independently of one another. Media drives the creative idea much more frequently than in the past.

Affordability is always a consideration when evaluating any type of medium. With unique forms of lifestyle media surfacing daily, we can't take anything for granted. Planners need to evaluate not only the space cost, but also the production cost and how frequently the material needs to be refreshed. Also, it's important to know and discuss with the client that lifestyle media is rarely a cost-efficient medium. However, it can usually be purchased at a nominal out-of-pocket cost. Bonus can almost always be negotiated to bring down the cost per unit and stretch the ad budget. Lifestyle media is more of a qualitative buy, and if done effectively, can get added buzz through press coverage.

One must be strategic with the use of lifestyle media. Using a form of lifestyle media just because it's "cool" isn't a reason to use it. When considering what lifestyle media to use, we typically look at syndicated research that provides data on an audience's leisure activities, sporting events attended, recreational habits, and other factors. We develop an in-depth profile, a "day in the life" of our target audience, so that when we're finished connecting the dots, we practically have a living, breathing demo target standing in front of us. It's after this that we start looking through our plethora of lifestyle media options. At this point, we're also engaging our creative partners to share our information and ideas, to see what will work on the creative end.

A great lifestyle media idea isn't truly great unless it can be executed. This comes down to having experience with a

(Continued on page 4)

(Continued from page 3) **Lifestyle Media**

medium, a vendor company, and asking lots of questions. When considering using an unknown lifestyle medium or lifestyle media company, we poll the Harmelin masses. Who's used what and what was your experience? What's executable in one market may not be in another. If it's a new medium, chances are there will be glitches in the execution phase. Again, a planner needs to ask a lot of questions upfront, look at it from every angle, and warn the client about any potential pitfalls that could occur.

In the past, when a new medium hit the advertising arena, it was the first one of its kind. It was difficult to measure. There were no tracking systems, no ratings, and no competitors to compare them to. With the rapid growth in this sector of the ad industry, more and more companies are coming into the marketplace with newer and better versions of lifestyle media already in existence. We can now compare cost per units, total units available, geographic areas covered, viewing habits, etc. through the use of GPS systems and computer-aided tracking devices. For example, we just placed a campaign for Pennsylvania Department of Transportation's DUI campaign. The creative centered around a football theme. In addition to radio football sponsorships, we incorporated port-a-potty interior signage and exterior wraps in the tailgating areas of some professional and college football parking lots on game days, through Micro Target Media. Throughout the 2007 football season, PennDOT's cautionary message was displayed on portable restrooms at Heinz Field and Beaver Stadium in areas where fans tailgate before games. The exterior walls of the portable restrooms were wrapped with



powerful messages, while signs inside the units reminded fans not to drink and drive. In addition to portable structure advertising, Micro Target Media is an innovative technology

company that has developed audience measurement, tracking and reporting solutions for companies to analyze the effectiveness of their advertising campaigns. MTM Technologies uses state-of-the-art technology and data collection tools to capture audience measurement with infrared proximity sensors and intelligent video analysis, providing verifiable impressions in real-time via a customized client portal.

Lifestyle media is an exciting way to reach people. It is always changing and re-defining itself. And Harmelin Media's approach has evolved along with this medium.

Harmelin Media Welcomes EP Henry

Harmelin Media is pleased to announce that we've been named the media planning and buying agency for EP Henry. The company was started in 1903 by Edward P. Henry who produced concrete blocks in his basement with wooden molds. The south Jersey company has grown to where it is today, with five fully automated manufacturing plants making products available through more than 125 distributors in seven mid-Atlantic states. EP Henry has been family owned and operated for four generations. They are an industry leader in providing innovative unit concrete products for a wide range of masonry, paving and landscape and hardscape applications.

EP Henry has been instrumental as concrete block has evolved into an upscale material offered in a variety of textures, shapes, color and scales. Harmelin Media looks forward to a long-lasting relationship with EP Henry.



Around the Harmelin Water Cooler

A Completely Unscientific Survey of Harmelin Media Employees...

This Month's Question:

What media were you exposed to as the final seconds of 2007 ticked away?

| | |
|--------------------------------------|------------|
| Television* | 81% |
| Radio | 6% |
| Cellphone/ Text messaging | 6% |
| None/Already Asleep | 7% |



***64% of all respondents watched the ball drop at Times Square on Dick Clark's New Year's Rockin' Eve TV show.**