

A u s t i n A d f e d

E NEWSLETTER

FEATURES

W **L i a m**
R Kernell
I **J o h n**
T Elmore
E **S c o t t**
R Van Osdol
S **W e n d y**
Anderson

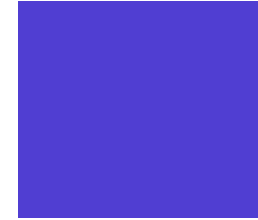
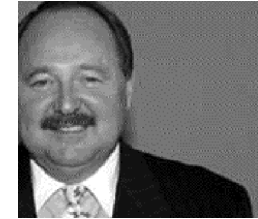
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Inaugural Program of 2001-02 Season
Confronts Current Conditions Head-On

WHEN THE WELL RUNS DRY



Convincing Your Clients Advertising Still Matters

As Austin and much of the nation continue to struggle through an unforgiving economic downturn, the Austin Advertising Federation invited Stephen Rogers, former president of Bates Southwest, BlackRogersSullivanGoodnight, Fogarty & Klein, Bozell Inc. and current Chairman of the National ADDY® Creative

Competition, to inspire and reassure Ad Fed members not to lose hope. In a program entitled "When the Well Runs Dry: Convincing Your Clients Advertising Still Matters", Rogers made a compelling case that advertising is still very necessary, and that **effective advertising is possible with limited (and even no) budgets.**

Rogers first pointed out several challenges the advertising industry must acknowledge and

"clients demanding work cheaper, faster, better"

overcome, including the proliferation of broadcast, print, and electronic media outlets; growth in niche marketing; the

unmanageable number of messages bombarding consumers every day; and clients demanding work cheaper, faster, and better ("not one or two of these three, but all three," Rogers noted). He also stated that any agency or freelancer's first task must be to search out and destroy any built-up bureaucracy.

"Streamline...make sure you are being as efficient as possible. Minimizing bureaucracy is necessary if you're going to find new revenues from the well," he said. With that, Rogers noted [five tactics for creating opportunities](#).

EXAMINE NON-TRADITIONAL COMMUNICATIONS TASKS

"Go after that sales meeting video. Scour the halls of your clients' business. Find creative solutions to their problems. Look for unique ways to help your client build their supply chain or points of distribution.

"Streamline...make sure you are being as efficient as possible."

PRO BONO LINK

Rogers noted that doing pro bono work can often be a gateway to making new contacts, and possibly new clients. "Be selfish! Look at the board members and their respective businesses as potential clients. Make sure they stay involved in the project, and get to know them." He then showed three examples of pro bono work he was involved in that led to other successful, paying client relationships.

"Get in the Trenches with em."

TAPPING INTO COOP

Clients who are local or regional retailers are likely to represent national products and services which may make funds available to their local vendors. "Don't assume your client is already tapping into co-op funds, or even knows anything about them," Rogers noted. "You [may] be the one to research and make the contact and ask for the funding. And **don't accept no for an answer!** You will end up being a hero in your client's eyes."

"Success requires insight into your client's business"

DISPOSABLE

This requires a brilliant creative idea that can be executed efficiently and inexpensively.

TELEVISION

"It may mean shooting a bunch of spots at the same time or just making sure the idea is strong enough to get by in a minimalist setting." He then presented four outstanding television campaigns executed on a shoestring budget.

GUERILLA MARKETING

"Guerilla Marketing is a whole lot more than rock painting or putting flyers on car windshields," Rogers said. "Success requires insight into your client's business" – and competition. Rogers noted examples of a retailer who offered triple the value of its competitors' coupons to establish market presence; a comprehensive campaign including custom-painted VW Beetles, prizes, and trips; and marketing via public service announcements.

In closing, Rogers reiterated the need for advertising professionals to embrace change, to change the way they sell, and to change what they sell. He closed his presentation with a quote from playwright Neil Simon:

"Don't listen to those who say 'It's not done that way.' Maybe it's not, but maybe you'll do it anyway."

CLEAR!

YOUR SCHEDULES

For the first time in Austin Ad Fed history, a team of dedicated visionaries created posters listing the Ad Fed's events for 2001-2002, and distributed the posters to all Ad Fed members.



Titled **Staying Alive in Austin,** the poster shows two defibrillator-wielding paramedics and the word **"CLEAR!"** emblazoned in bold red letters across them. The Ad Fed's theme and mission for its programs season this year is to provide Austin's creative businesses the tools, speakers and strategies to keep businesses afloat during our local and national recession.

These posters caught the eyes of the Austin Business Journal, which ran a mention on page 2 of its September 14-20, 2001 issue.

THANKS!

president Liam Kernell,
Cindy Goldman at Kolar Advertising and Marketing,
The Whitley Company,
Unisource Paper, and
Dennis Fagan Studios for collaborating to create these incredible – and hopefully inspirational – posters for its members and the advertising community.

I N F O R M A T I O N

To learn more about our events and programs visit us online at:

<http://www.austinadfed.com/events/index.shtml>.

MARK YOUR CALENDARS!

NOVEMBER

29

Hollydaze Party
Thursday, November 29, 2001
7:00 to 10:00 pm
Zilker Clubhouse
Bring donations for the Capital Area Food
Bank and/or Austin Children's Shelter

DECEMBER

13

2002 Austin ADDY Awards Call for Entries
Thursday, December 13, 2001
2:00 to 7:00 pm
Communications Building A, Lobby,
University of Texas
(27th & Whitis Streets)

JANUARY

04

Inside the Judges' Studio II
Friday, January 4, 2002
Noon to 1:30 pm
Hyatt Regency Hotel on Town Lake

FEBRUARY

08

2002 Austin ADDY Awards Show
Friday, February 8, 2002
7:00 to 11:00 pm
Austin Music Hall

Sponsors are the lifeblood of the Austin Ad Fed. Without their support, we could not produce the rich, full season of speakers and events that we present to you. Membership fees actually account for only a fraction of our annual budget.

Sponsors help us do the rest.

THANKS to the following sponsors for their generous support of the Austin Ad Fed in 2001-02:

American Color Labs
Austin Photo Imaging
Aus-Tex Printing and Mailing
BAH! Design
Citation Graphics
Copy Craft Printing
Dennis Fagan Studios
Elephant Productions
Holt, Rinehart & Winston
Kolar Advertising and Marketing
LTC Group
Miller Blueprint
OK Paper
Reagan National Advertising
Staats, Falkenberg & Partners
Unisource Paper
The Whitley Company

Sponsors are GOLDEN

We hope you'll consider becoming a **sponsor**.

We offer several sponsorship levels, suited to every budget and need. Your sponsorship guarantees repeat exposure to a large and select group of ad industry leaders who are in a position to purchase your products and services.

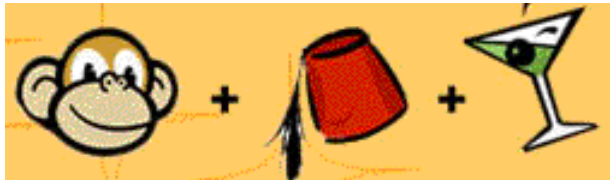
You also earn goodwill by supporting some of the most important professional development opportunities in our industry: the ADDY Awards, the Big Wig Awards, and this year, the American Advertising Federation's District 10 Convention and District 10 ADDY Awards.

To receive a brochure outlining the benefits of our

Silver, Gold, and Platinum sponsorships

please call Carolyn Barkley at (512) 288-1188, or email her at

carolyn@austinadfed.com.



A Lucky Break for our

M E M B E R S H I P M I X E R

M O N K E Y S

Despite an unexpectedly oddball start, involving a last-minute, heart-stopping change of venue to the Lucky Lounge (thanks, guys!), our Membership Mixer was a **huge success!** Over 70 attendees enjoyed an evening of cocktails, bar munchies, schmoozing and colorful drink monkeys (hey, if you had been there, you'd know what we're talking about). During the event we gave away free drink tickets and **collected more than \$1,400 for the American Red Cross**. Additionally, we gave away some great gimmee bags that were filled with goodies from area businesses as well as the coveted Monkey in a Red Fez statue/bottle opener, which will surely become a prized family heirloom for those who were lucky enough to win one.

S C H M O O Z I N G

Attending the event were ad people from all across the community, including corporate members such as LatinWorks, Copy Craft, Texas Monthly, JH&A Advertising, and Lithoprint. Your presence and participation are greatly appreciated! Additionally, many thanks goes to Aus-Tex Printing and Mailing, KUT, The Whitley Company, Liaison Resources, Kristian Gallagher and Toy Joy for helping make our door prizes fun and exciting.

B A R M U N C H I E S

By joining the Austin Ad Fed, you receive invitations and discounts to a whole slew of mixers, luncheons and award programs that includes our upcoming Hollydaze Party, which will be held at the Zilker Clubhouse on November 29 and co-hosted with the Central Texas Direct Marketing Association. Admission is a donation to the Austin Children's Shelter and/or the Capital Area Food Bank, and will be accepted at the door. **More details to be posted on our web site soon.**

Remembering GWYN DAVID

Latest Gwyn David Media Endowment Fundraiser Considers the Future of New Media

On October 11, the Gwyn David Media Endowment at the University of Texas, the world's first endowed chair in media, held a fundraiser entitled "Content + New Media = Profitability?"

Participants were given an inside glimpse of the future of new and convergent media by a panel of Austin-area media mavens.

Evans outlined five key points central to GSD&M's new media advertising strategy, and noted that advertising "is not this 'welcome' thing: it's an uninvited guest. Therefore, it must **intrigue**, **entertain**, and **make people think**. It must persuade. Otherwise people won't come back." One new media tool that is finding success is "advergames," interactive games on advertisers' websites that engage web visitors and relate to the product or service being sold. "Advergame players tend to stay on game sites an average of seven minutes; the typical player sends an invitation to two or three friends, 80 percent of whom accept and play the game as well."



PANELISTS

Doreen Lorenzo, Chief Operating Officer, Frog Design

Dr. Samantha Krukowski, Co-Director for the ACTLab Convergent Media Department of Radio Television and Film at UT

Dave Evans, Interactive Strategy Director at GSD&M

Jim Butler (moderator), Manager of Interactive Industries Development with the City of Austin.

Remembering GWYN DAVID

CONTINUED

"Frog Design's mantra is 'form follows emotion,'" said Lorenzo. "You can't disregard emotion when designing a product.

Consumers will buy based on emotion, so design for it!"

She noted that Frog practices and succeeds at convergence because of its diverse, multidisciplinary staff, and showed examples of effective work Frog has done for Sony, Apple, Dell, SAP, and others.



Krukowski presented the academic side of new/convergent media, noting that "convergent media" is challenging traditional curricula as well as vocabularies and disciplines.

"Convergent Media often scares people who attend cocktail parties and who prefer a single answer to the "what do you do?" question."

She then proceeded to show several astounding and groundbreaking works in convergent media by her students.

Eileen Keller, Chair of the Endowment, summed up the program: "We found out that technology isn't the solution to profitability. The basis of performance continues to be intelligent applications and superlative content -- as well as creating flexibility of the technology to convey the appropriate message to the perfect target. It's people and their creativity that produce responsive systems and profitability. Austin is blessed to have a creative core made of pure gold. Companies across the globe know this, that's is why they bring their business here. **We're a lucky crew!"**

DONATIONS

send a check to:

The Gwyn David Media
Endowment
The University of Texas at Austin
College of Communication
Dean's Office A0900
Austin, Texas 78712-1094
Non-Profit Tax ID #: 1746000203

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Letter from the President:

Members and Friends of the Austin Ad Fed,

Your Austin Ad Fed is off to a strong start this program year! We hope you've had the opportunity to partake of the programs and events thus far. As you're probably aware by now, we're on a mission to help Austin's advertising community survive and succeed during these uncertain times.

Now it's time for us to turn our attention to the upcoming **ADDY® Awards competition**. For many, it's an exciting time to gather and reflect on all the outstanding work you and your company produced this year, and submit it for consideration in the nation's only three-tiered advertising competition. For others, it's nothing more than a logistical headache, compounded by the noxious fumes of Spray-Mount wafting through the hallways (and for many of us, sticking to our fingers for what seems like weeks).

This year, the Austin Advertising Federation is pleased to announce one giant step for mankind...well, OK, one giant step for the Call for Entries process. It's going to be online. No more hunting around for a typewriter, no more trying to build a template in Quark to get those forms to look as pretty as the entries, and most importantly, no more misspelled names in the Winner's Book! We hope this will alleviate many of the frustrations associated with Call for Entries of years past. Be on the lookout for your Call for Entries kit, arriving in the mail around Thanksgiving, which will explain how to get connected and start submitting your entries for the 2002 competition. You'll still need to haul your entries to the UT Communications Building lobby on December 13th, but gone will be the days of long lines and mountains of paper.

Letter from the President:

(continued)

Join us in our quest to keep Austin on the "Short List" of dynamic advertising cities in the minds of marketers and advertisers nationwide. Show us – and the nation's advertising industry – what you're made of, and **let's prove that advertising in Austin is still very much alive and well!**

Sincerely,
Liam Kernell
President, Austin Advertising Federation

W E L C O M E !

New and Renewing Members

Austin American Statesman Ron Mann
Jack Puryear, Carla Scully
Amistad Media Group David Flynn
Office of the Attorney General Paul
Bradshaw
Austin Business Journal Patrick Asbra
Austin Graphics Brian Ball, Mike Hand,
Cathy Rendon
Briscoe Hall Harvey Hilderbrand, Dave
Rogers, Dave Vinyard
Capital Printing Lori Carlson, Mark
Segrest, Deidre Acord
CC West Kim Hutton

Convention Displays Inc. Gary Ruley
db Talent Debora Duckett
Fitness Communications Laura Capes
Fountainhead Advertising Bill Edgel
George Rice, & Sons Shirley
Richardson
i2i Group Joe Cuniff, Nathan
Fleischmann, Frederick Graber
Ideality.com Eileen Keller
KTBC Fox 7/KVC-13 Robert Meute
LatinWorks Marketing Sergio Alcocer,
Manny Flores, Alejandro Ruelas
National Country Market Mark Good,

George Macias, Elaine Sproull
Photographer Robert Miller
Promo Rocket Paul Gautier
Rector Duncan & Assoc. Nancy
Weatherford
Showcase Marketing Robert Anschutz
The Whitley Company Jack Lyle, Chip
Weersing, Tim Wilson
UT Communications Career Services
Debbie Kubena
Van Osdol Photography Scott Van Osdol
Van Slyke & Company Dirk Van Slyke
Writer/Editor Wendy Anderson

Member NEWS

Sicola Martin

The SicolaMartin coed softball team, the Martians, went 10-0 at the 19th annual Sports Illustrated Advertising World Series. The Martians became the first rookie team in the history of the tournament to go undefeated, beating teams from New York City, Detroit, Chicago, Los Angeles and Vancouver. Overall, the team won four individual awards -- Best Rookie Team, WPP Champions, Best Advertising Agency and Coed Division Champions. Plus, the Martians teamed up with The Hellbillies, GSD&M's coed team, to win two other prestigious awards, the City Championship and Regional Championship.

Bam! Advertising has moved to a new, larger location at 700 Brazos Street. "It's real purty," pouts Jeff Neely.

Marc English

Marc English recently returned from speaking at Esquina Norte, where he spoke at Tijuana's first international design conference. From Tijuana, Marc went to Honolulu to serve as a judge for that city's first AIGA design show. You can see Marc's work on display this October, at the Universidad Autonoma Metropolitana, in Mexico City, where his work will be added to a collection that includes Milton Glaser, Louis Dorfsman, Ivan Chermayeff, Shigeo Fukuda and Paul Rand.

Carrie Rayl joins Kolar Advertising and Marketing as account coordinator and Jaclyn Ecklund joins Kolar as media coordinator, assisting with media buying for clients, including the Austin Convention and Visitors Bureau and the Star of Texas Fair and Rodeo.

Nourzads

NourzAds enters the fall in full swing, with a cadre of advertising work from three new clients: The Phoenix, a biopharmaceutical research management company based in Irvine, CA; Cortona, the last residential real-estate development in Austin; and PRA International, one of the ten largest contract research organizations in the world. Ad Fed boardmember Andi Scull took a leave of absence from NourzAds to be the graphic designer for the Universal Movie with Kevin Spacey and Kate Winslet being shot here in Austin.

Dandy Idea is pleased to announce the completion of branding projects for MFI Austin and Dresser, Inc. formerly Halliburton.

Mike Hand, formerly of RJL Graphics, has joined the sales team at Austin Graphics.

more NEWS.....

FELLERS

FELLERS Marketing and Advertising lands Lake Austin Spa Resort, Advent Networks, and Nanotechnologies. In anticipation of the 60th anniversary of Pearl Harbor, FELLERS is working with the National Museum of the Pacific War to create collateral and television PSAs to commemorate "Remember Pearl Harbor 2001." FELLERS also acquired Round Rock-based Viseta, a company that focuses on Web application design and development and integrated marketing.

UTAC

The University of Texas Advertising Council (UTAC) formed a team to participate in the Komen Race for the Cure November 4th. UTAC extended its efforts to create awareness of and support for this important cause by providing pink ribbons attached to basic statistics to the faculty, staff and students of the department of Advertising in association with National Breast Cancer Awareness Month. At least ten members will be attending the 45th Annual Advertising Women of New York Career Conference in New York City.

The Texas Advertising Group

The Texas Advertising Group (<http://advertising.utexas.edu/TAG/>), the UT affiliate of the American Advertising Federation, launched the TAG Exchange, an online resume database for students and employers. Students can upload their resume, and employers can search for students based on year in school, industry focus, and type of position local businesses to recruit the best advertising students at one of the top programs in the Nation. Visit <http://advertising.utexas.edu/TAG/exchange.htm> to sign up.

Inks

Inks Production Company's Demo Reel (produced by the lovely Karen Ford) took Platinum Best of Show at the 2001 Aurora Awards. Other spots honored were Spot On, a product introduction video produced for GSD&M client ACTV; and on Wakeboarding 2.1, a how-to video that is owned and distributed nationally by Inks.

Virtually Anywhere

Virtually Anywhere, the only 360 degree photographic virtual reality maker Insignia and for the Texas Department of Transportation's new Colorado County rest area. Visit all of the virtual tours mentioned in this press release at: www.virtually-anywhere.com.

Xopix

Xopix Director, Ken Lewin, and Executive Producer, Justin Corsbie, just finished campaigns for AIDS Services of Austin's AIDS Walk, and Southwest Airlines. Both campaigns were done for GSD&M with Group Creative Directors Brent Ladd and Steve Miller spearheading the projects. Keep your eyes peeled for an upcoming article in Shoot Magazine's "Best of" section about the AIDS Walk campaign.

Copy Craft Printers Inc. has

added a new 5-color Komori printing press with coater for 300 line screen waterless printing.

and more NEWS....

Steel Digital Studios

Steel Digital Studios just finished a flash demo for AMD; see <http://www.steeldigitalstudios.com/amd>. Along with their newest client, Valero Energy (the parent company of Diamond Shamrock), Steel also has a new employee: Roj Niyogi their new Linux administrator.

Granite House

Monday, October 8, 2001 marked the cable television debut for the premiere of the first episode of the "Dream House" series on Home & Garden Television (HGTV), produced by Granite House. The 13-episode series follows the real life trials, tribulations, and triumphs of John and Clarice Cefai as they build a custom home in a Lake Travis neighborhood.

MQ&C Advertising and Marketing

has named Linda Sanchez to the position of Senior Account Executive.