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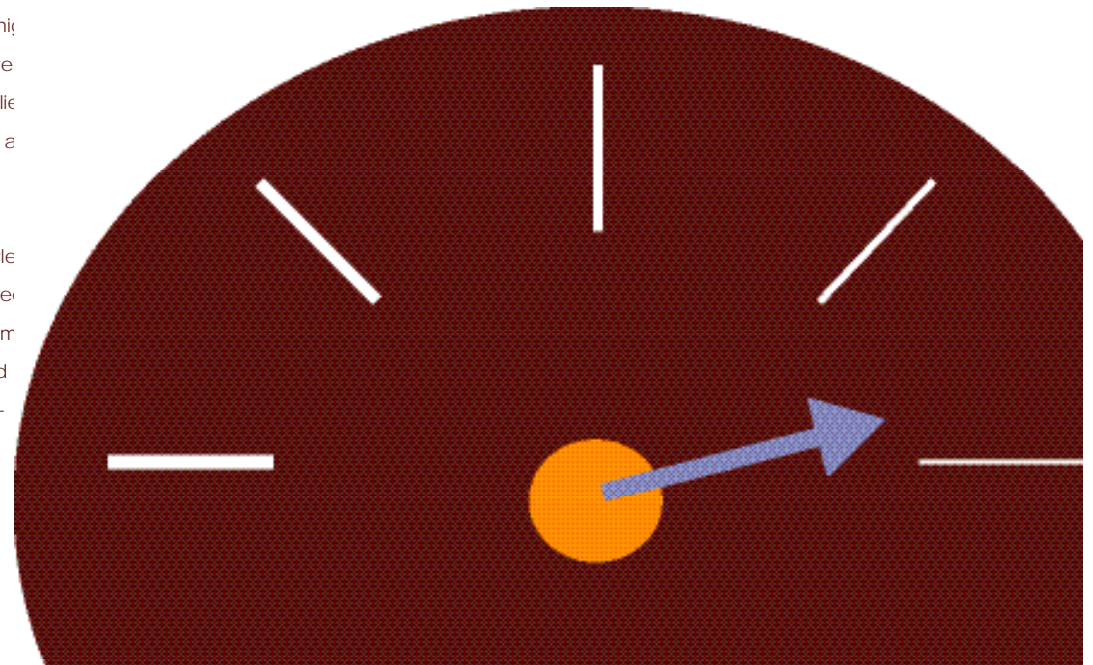
# WHEN THE WELL RUNS DRY:

Convincing Your Clients Advertising Still Matters

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

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, BlackRogersSullivanGoodnik, current Chairman of the National ADDY® Creative Competition, to inspire and re-energize clients who are beginning 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 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:



### 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. Get in the trenches with 'em."

### The 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.

### Tapping Into Co-Op

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."

### 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.

### Disposable Television

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

## 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 this season is to provide Austin's creative businesses the tools, speakers and programs 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. The Austin Ad Fed 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. To learn more about our events and programs visit us online at:  
<http://www.austinadfed.com/events/index.shtml>.



# Mark Your Calendars!

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

4

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

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)

13

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

8



## A Lucky Break for Our Membership Mixer

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.

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.

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.

# WELCOME

## New & 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

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.

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](mailto:carolyn@austinadfed.com).

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

# SPONSORS ARE GOLDEN

Kolar Advertising and Marketing

LTC Group

Miller Blueprint

OK Paper

Reagan National Advertising

Staats, Falkenberg & Partners

Unisource Paper

The Whitley Company

member  
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**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.

**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.

**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.

member  
news

#### Mike Hand

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

#### 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.

#### 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

(<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.

#### 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. 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](http://www.virtually-anywhere.com).

#### 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.

#### Inks Production Company

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.

#### 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.

#### Copy Craft Printers Inc.

Copy Craft Printers Inc. has added a new 5-color Komori printing press with coater for 300 line screen waterless printing.

#### MQ&C Advertising and Marketing

MQ&C Advertising and Marketing has named Linda Sanchez to the position of Senior Account Executive.

#### "Dream 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.

## 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.

Panelists were 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; and moderator Jim Butler, Manager of Interactive Industries Development with the City of Austin.

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 "advergaming," 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."

Donations can be made  
by sending 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

## Remembering Gwyn David

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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 why they bring their business here. We're a lucky crew!"



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## Letter from the President

Dear 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.

It's no secret that 2001 has been a rough year on almost all of us, but it's our hope that you and your company will still participate in the 2002 ADDY Awards competition with the same passion and fervor as we've seen in the past few years. The ADDYs aren't just about glitz, glamour, and braggin' rights. The ADDYs are the only advertising competition in the nation that exists on a local, regional, and national level. Austin has fared particularly well on the regional and national levels in recent years, and it's because of this success that Austin has garnered a reputation as being one of America's hottest creative cities.

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

## BEHIND THE SCENES

### ABOUT THE DESIGNERS

The designers of this issue of the Austin Advertising Federation (ADFED) eNewsletter are students in the Typographic Design Class at Austin Community College, studying under the direction of Linda Smarzik. The class is composed of twelve students ranging in age and experience from first-time college students to returning adults. With the guidance of Ms. Smarzik, the students have developed their individual styles and unique talents. In the Typographic Design Class, students have learned to design logos, book cover designs, and poster designs utilizing type instead of images. Several logos created in this class have earned awards at the Atrium Gallery "2 Show" student design competition.

The ADFED eNewsletter provided the student designers a chance to gain "real world" experience. The students were excited to have this unique opportunity, which helped them to work as a group, and also to develop individual designs, incorporating everything from the Bauhaus to Modern Design. For most of the students, this was the first opportunity to design copy and photos together in this format. The students succeeded in meeting the challenges of deadlines, restrictions and all the details of "fine tuning" the finished product. Overall, this project provided a valuable learning tool in addition to the standard curriculum.

### The Individual Designers:

**Cathy Richmond** is a published poet interested in writing, illustrating and web design.

**Nova Olivier** is a misguided artist finding her place in the design world.

**Diane Herrera** is an illustrator and dabbles in industrial hygiene.

**Teresa Macron** is an artist with skills in all forms of media.

**Jennifer Johnson** is a fine artist, skilled in many different media.

**Sasha St. Martin** is an artist learning something new everyday.

**Roxanne Columbus** is completing an associates degree at ACC.

When finished, she is planning to explore design possibilities in Europe.

**Ryan Wood** is a work in progress and the token male of the class.

**Erica Colon** is a trash talkin waitress looking forward to a creative career.

**Deborah Wolfensohn** is a graphic designer, with a very colorful palate.

**Terri Stephenson** is a returning student who finally decided what she wants to be when she grew up... a graphic designer!

**Julia Miller** is a writer learning to use images to communicate visually