



## AT&T AdWorks Weekly Newsletter

May 18, 2012



### Marketing

#### This Week in the News

There's a new addition in the weekly newsletter email – a pdf that will highlight industry stories for the week. This will replace the previous hot topics section.

#### Weekly Must Read Articles

- NY Times: Yahoo's Chief to Leave as Company Strikes Deal With Loeb
- Ad Week: AOL Takes Gloves Off in Proxy Fight Activist investor
- Ad Week: Ad Biz Takes Aim at Rogue Sites
- Facebook IPO: Pricing Looking Like \$38
- Digiday: J&J's Digital Priorities for 2012

#### AT&T Presence at Top Industry Shows

##### Response Expo

AT&T AdWorks participated in the Response Expo Presented by the Direct Response Marketing Alliance (DRMA) and Response Magazine, Response Expo 2012 is the key event in the direct response marketing world. AT&T AdWorks had exclusive signage at the registration desk and distributed more than 1000 Direct Response one-sheets.

##### Bristol-Myers Squibb Media Fair: Technology: Transforming the Media Landscape

The intent of this year's fair was to introduce the Bristol-Myers Squibb employees to new technology offerings (i.e. mobile & social media outlets) that can be used in media today. AT&T AdWorks had an exhibit showcasing our three screen capabilities.

##### Neo@Ogilvy's 2nd Annual Mobile Day

Neo@Ogilvy's 2nd Annual Mobile Day Mobile Day is hosted by the Innovation Center of Excellence at Neo. This event was open to all Ogilvy & Mather in New York. AT&T AdWorks was selected as part of a very short list of mobile media players to host a display at Neo@Ogilvy.

##### DFWIMA - Excellence in Marketing

The 12th Annual DFWIMA Excellence in Interactive Marketing Awards featuring the best of the best in interactive marketing. Brent Richey presented on behalf of AT&T AdWorks The Most Effective Direct Response & Lead Generation award at the ceremony.

##### People on the Move:

###### Gill Duff, BBDO Atlanta

Gill Duff has been named president & CEO of BBDO Atlanta. He was most recently global business director at DDB Worldwide, overseeing Anheuser-Busch InBev's Budweiser brand.

###### Christina Kozen, Razorfish

Razorfish named Christina Kozen as vice president, client partner to run the Weight Watchers account.

###### Johnathan Sackett, Ogilvy

Ogilvy named Johnathan Sackett Head of Content Strategy.

###### Lee Doyle, Mindshare

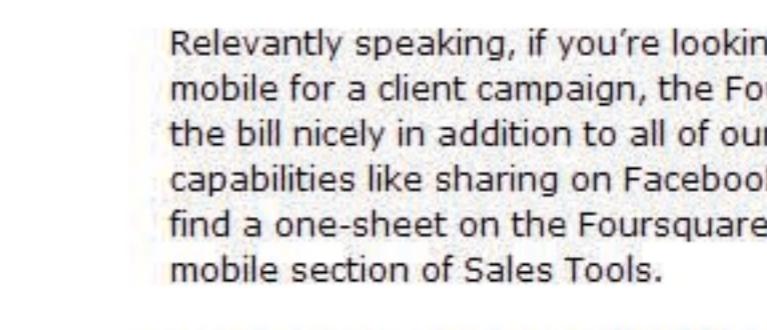
Lee Doyle has joined sibling agency Mindshare in the newly created role of president-client development in North America

##### Campaign of the Week:

###### Kraft: Anything Dressing; Agency: BEING

Here's an interesting move. Kraft has taken a big step out of the salad ghetto with the rebranding of its dressing as not just for the leafy stuff. In a new move steered by Being, the brand has removed the word "salad" from all its dressing bottles and replaced it with "anything," effectively turning its condiments into "anything dressing." The brand is taking a cue from consumers who have long used its dressing for stuff that isn't necessarily to healthy (like wings, for example.) The campaign includes a spot created out of Laika starring a lonely head of lettuce, new packaging labels, print, in-store and digital. See it [here](#)

[Marketing Archive](#)



### Mobile

#### Social Media on Mobile is Powering Ahead of the Web

The International Telecommunication Union (ITU) recently released a new report citing mobile is quickly overtaking the web to become the main way the vast majority of users are interacting with social networks. Facebook is reporting mobile usage is higher than internet usage across their network, thus illustrating the rapid shift of engagement in tandem with the rise of smartphones. Access all the interesting findings [here](#)

Relevantly speaking, if you're looking to combine social and mobile for a client campaign, the Foursquare mobile unit fits the bill nicely in addition to all of our other social/rich media capabilities like sharing on Facebook and Twitter. You can find a one-sheet on the Foursquare mobile unit in the mobile section of Sales Tools.

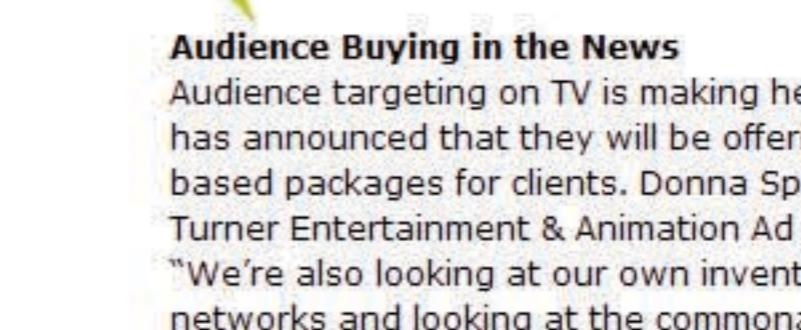
Please speak with your Client Services/Ops contact for more information on incorporating these on your media plan.

#### The Pitfalls of Facebook for Advertising

Some interesting data was recently released from an AP/CNBC poll, providing a strong example why AdWorks is the better investment and safer environment for privacy concerns than designating your ad dollars to Facebook:

- 59% of Facebook users do not trust the site with their personal information and have "little or no faith" in the company to protect their privacy.
- 26% of Facebook users "hardly ever" click on online advertising or sponsored content when using the site, while 57% of respondents say they "never" click on such ad content.
- 54% of Facebook users surveyed say they would not feel safe purchasing goods or services on Facebook.

[Mobile Archive](#)



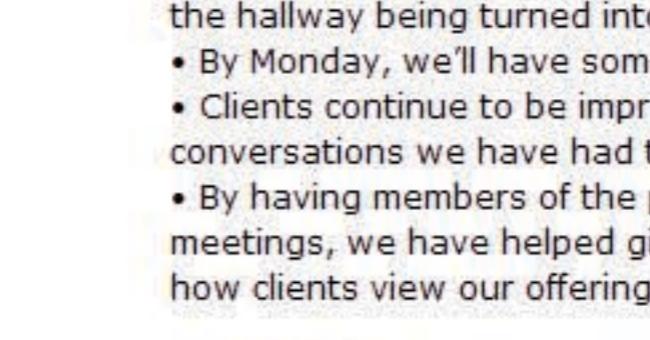
### Online

#### Audience Buying in the News

Audience targeting on TV is making headlines, as Turner has announced that they will be offering buyers audience-based packages for clients. Donna Speciale, president of Turner Entertainment & Animation Ad Sales, explained, "We're also looking at our own inventory on all the networks and looking at the commonalities of audiences and creating audience-based networks if clients choose to buy us that way... And that's huge, because that's what marketers want. That is where the future is going." By looking at all the inventory across their networks, Turner will offer different audience segments so clients can hone in on a target specifically for their brand, rather than just buying broad demographics. In explaining that the collaboration will also extend to digital and social applications, Speciale then goes on to note, "But the multiscreen now is here." To get access to the full B&C article, please email Ariella Astion.

Audience targeting gaining more acceptance in the industry is great news for AdWorks, as our Audience Targeting capabilities are unparalleled. We can target audiences across our 81 networks, which allows advertisers to find their exact audience across all available networks and dayparts. Don't forget that the AT&T AdWorks Audience Targeting Case Study is up on the intranet, and is a great illustration of our offering!

[Online Archive](#)



### Training

Monthly training starts up June 4th...check the calendar for details.

[Training Archive](#)

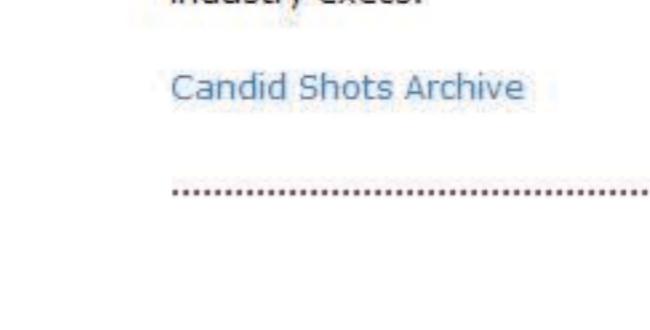


### Lab

**Lab Notes:**

- We're adding new interactivity to the tour this week, with the hallway being turned into a large multi-touch display
- By Monday, we'll have some new data visualizations
- Clients continue to be impressed with the Lab and the conversations we have had there
- By having members of the product team sit it on client meetings, we have helped give them additional insights into how clients view our offerings

[Lab Archive](#)



### Candid Shots

David Polinchock posed for AdWeek's Creative Week Photo Booth and highlighted in the magazine amongst top industry execs.

[Candid Shots Archive](#)

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