

## 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](#)



### Staff Profile of the Week



#### Mike Welch

Mike Welch is the Vice President & General Manager of AT&T AdWorks and will be working out of the Dallas area. He has been with AT&T for 15 years.

Mike grew up in Fort Wayne, Indiana and attended Indiana University (during the Bobby Knight years, but didn't get to witness any chair throwing first hand.) Mike studied telecommunications focusing on radio and TV production. He had wanted to be a TV anchor and is still mad at the school's telecom business placement office who painted the bleakest picture about the job possibilities (i.e. sweeping floors for \$12 an hour at a TV station in the middle of nowhere for the rest of your life). Discouraged, he decided to focus on his minor in business and never looked back. Mike began his career at Pillsbury where he called upon grocery stores, wholesalers and supermarket chains. Over seven years, he mostly "carried a bag," but also did stints in sales planning, budgeting, reporting, tracking compensation and creating presales support materials.

Mike began his current 15 year career at AT&T in sales planning and then went on to manage a 200 person inbound sales/service consumer wireline call center in Arlington Heights, IL. He went on to the business sales side of the organization in a sales ops role working for Cathy Coughlin in the Midwest. From there, he became the executive director of marketing ops for SBC in San Antonio, overseeing budgeting, reporting and staffing as well as working on the start of what is now U-verse. He was then promoted to vice president of Midwest sales for advanced enterprise solutions, selling VoIP systems, routers and switches and then moved on to lead the sales group responsible for selling voice and data networks to medium sized businesses in that region. He was most recently in YP, responsible for sales in the Southwest region, overseeing 600 local sellers responsible for \$500 million in revenue. Prior to that he was in sales ops, responsible for IT prioritization, reporting and strategic planning. He also managed merger integration-type work, helping bring together the SBC and Bell South Yellow Pages entities. While at YP, Mike briefly helped start up a direct sales channel focused on selling YP products to national companies ... That channel morphed into what is now AT&T AdWorks!

In the whopping seven business days that Mike has been with AdWorks he's been impressed. He'd expected the people on our team to be really talented and good at what they do but has been blown away by how talented we are. He'd expected to hear that there's a lot of opportunity here but he sees an even greater opportunity than expected. He sees that we've struggled with product and capital support within the organization and recognizes a need to show AT&T what a true opportunity AdWorks is. He's convinced that we can be THE major player in the insights behind consumer behavior across multiple screens. Mike also sees opportunities with Dan York's group and the larger Home Solutions group. Being aligned enables us to be at the table as they plan their future strategy for content, looking for opportunities for advertising as well as gaining access to insights of who's using our content data when and where.

**Fun Fact:** Mike is married and has two daughters aged 12 and 8. He's a big golfer, playing is his passion outside of work. He's played since he was 9, playing in high school and summer tournaments. When Mike's not at work and not at a game for one of his kids, he's golfing.



### 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](#)



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[TV Archive](#)



### Training

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

[Training Archive](#)



#### 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 was highlighted in the magazine amongst top industry execs.

[Candid Shots Archive](#)