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Access Intelligence

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Customized Website/Microsite

CondéNet

Bertolli Restaurant-Inspired Menu for Your Home

Just the Right Ingredients

It was not a flash in the pan that Italian brand Bertolli sought to whet appetites for its new frozen dinners for two, but more the Flash element of a microsite in tandem with Epicurious.com (CondéNet) to extend the consumer experience beyond the advertorial section running in *Bon Appétit*.

"This program utilized the impact of Flash to provide a contextually relevant, visual, and content-rich user experience that would resonate with Epicurious.com readers," says Molly Baldwin, director of creative services. "Through the elegantly executed, in-

teractive menu planner, the site makes use of the interactivity of the Web to enhance the in-book advertorial—further enabling consumers to engage with Bertolli on a deeper and more meaningful level."

Bertolli was a welcomed addition to the already robust Epicurious.com that is the online home of *Bon Appétit* and *Gourmet* magazines, which features original editorial on every aspect of food and drink with over 20,000 recipes. Consumers logged on to find an interac-

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SECRET INGREDIENTS

CHIEF CHALLENGE: Leveraging the microsite as an interactive destination for food- and drink-obsessed foodies of Epicurious.com.
20/20 HINDSIGHT: "If financial resources were unlimited, the campaign could be further enhanced by new sweepstakes prizing each phase. In addition, a feature enabling users to rate recipes on the site would allow readers to have an active role in the creation of the site's content, thereby enabling further interaction with the Bertolli brand."

LESSONS LEARNED: "Typically, user interest wanes in a promotional campaign after one to two months. After working on this project, we learned that by keeping content and ad units fresh, a high level of user interest could be sustained for over five months."

CMP

DSO.com and Wind River

Making a Great Impression

CMP blew in to help Wind River reform its Device Software Optimization (DSO) system as a go-to online resource for technical experts looking for a new design paradigm.

According to Eric Berg, sales director for CMP's integrated marketing, it came down to creating credibility for DSO, which was perceived as more of a marketing term coined by the device software vendor Wind River. "The DSO had been lagging, so we're trying to bring it back to speed here. These things have tended to be very fractured, project-by-project," he says. Furthermore, CMP wanted to rid the old-world notion of DSO as an "embedded, low-level buying session" and "push it up into more executive levels" that enabled standardization across an enterprise.

So CMP began by reaching out extensively to industry analysts and to OEMs. "[We were] trying to get that broad acceptance and dialogue from all these constituencies in the market and give them an idea of how they can help with time-to-market effectiveness of design," Berg says.

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Sporting News

Sporting News/Jim Beam

"Character of A Champion" Promotion

Pumping Up the Volume

Sporting News VP/Publisher Peter Spina can use any number sports euphemisms to frame the success of the customized Jim Beam "Character of a Champion" campaign: a slam dunk, a hole in one, a touchdown, even a grand slam. But, ultimately, he chooses one:

"Clearly, a home run," says Spina about the integrated marketing program after its second year. "This is a program in which you walked away with a good feeling of what you just accomplished."

That program was to associate the 209-year-old Jim Beam brand with athletes who possess such qualities as inner-strength and perseverance on and off the field. "It's those type of things that we as sports fans don't know about," Spina says.

Eleven players/coaches – including Peyton Manning, Deion Branch, Tiger Woods, Lance Armstrong and Ozzie Guillen – were profiled from January to November in a 1/3-page column ad that prominently featured the Jim Beam logo. Sports fans voted for the 2005

"Character of Champion" winner via balloting on the magazine's Web site and were asked to select a twelfth nominee for the "Character" award by submitting write-in votes at SportingNews.com. The magazine stimulated fan balloting with daily prizing that included *Sporting News* apparel and one grand prize (a Sony HDTV).

But print only made up half of the campaign's success. *Sporting News* Radio, which is now in its 12th year and provides 24/7 programming for sports radio stations in various markets, aired eleven 60-second pre-recorded "Character" vignettes of each nominee from January to November.

In December, the radio network broadcasted five 30-second Jim Beam radio commercials per week, and *Sporting News* correspondents read five live weekly 15-second promos for the contest also that month. For 2005, the on-air promos reached *Sporting News* Radio's 160 affiliates on mostly AM, with some FM stations, through-

out the country.

"It was a very comprehensive program that integrated the Jim Beam brand message every day on the radio network," says Clancy Woods, president of *Sporting News* Radio. "There was a specific schedule where the Jim Beam brand content was integrated into all of the radio programs nationwide."

Noted Spina: "It got it out over the airwaves where you can pick up so many people during drive time. It was very much an asset."

In the case of the Jim Beam campaign, the company approached the magazine with a very customized program in mind that would align the brand's character to that of "character-driven" professional athletes.

"The fact we had highly targeted subscribers of the magazine and online users really gave us exposure to our constituents and platforms and directed them to the brand of Jim Beam," says

Woods. "This represents real opportunity for us and advertisers in the future."

To further drive Web site traffic and fan balloting, quarter-page Jim Beam branded ads ran from mid-November through December, and email blasts were sent in December to online registered users inviting them and their friends to vote. The banners on SN.com generated 6 million impressions. The campaign allowed readers to connect with a topic and the brand. "It was up to readers to demonstrate what inside them mattered most. All of this drove traffic to the bracket game."

Approximately 8,000 fans voted for "Character of a Champion," while 5,000 fans either posted or read user-generated blogs, which ultimately decided Lance Armstrong as "Champion."

Says Spina: "It was one of those situations where you could say you were proud to work on this program. And I think Jim Beam would say the same thing." ○



CMP

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"It's far different from a design perspective and cost perspective. It's a way to bring some of the best practices of enterprise space into design space and can have open standards, not particularly tied to any tool space."

CMP drove DSO awareness through an aggressive campaign of fixed EET.com home page real estate banners, search engine promotion, text links, newsletter sponsorships and Webinars that ultimately yielded about 55,000 impressions. The DSO.com site complements companion custom newsletters distributed to 20,000 device developers twice each month that help build a sense of community and deliver regular outreach to this audience.

By arming the Web site with executive viewpoints, white paper libraries and a contributor center, CMP was able to validate and evangelize DSO as a significant new philosophy in the industry.

The site has garnered over 253,000 user sessions in the first 10 months and over 393,000 page views within that time period.

"Within year one, the main thing was to get DSO people aware of it, and starting to

GETTING OVER IT

CHIEF CHALLENGE: Getting acceptance from other constituents. "They had to get over the [DSO] propriety issue of Wind River. They had to partner with CMP, who had an excellent reputation in enterprise space and design space. We were able to reach out to all of these different groups and get them to cooperate with us."

LESSONS LEARNED: "Much better understanding of the project size. All the deals and inks [with companies] take a lot of hand-holding and negotiating, but some very interesting results came out of it."

accept and use," he says. "We have been very pleased with how that turned out so far."

The Embedded Systems Conference in April offered promise in gauging the reaction of DSO's reform when CMP launched DSO World, selling it to sponsors not as space but as time, because companies are able save time by using the program, says Berg. The live event resulted 39% of attendees saying they went through the DSO World pavilion.

"A year ago it was a Wind River term, and it is now being used by two of its competitors," he says. "That's a massive accomplishment. It's taking some propriety to one company and making it more of an independent term."

In year two, Berg adds, CMP is further expanding knowledge and awareness of DSO and "getting companies to open up pocketbooks." "We're doing some interesting things to take it to the next level for next year," he says. "It's pretty exciting the turnaround that is happening." ○