



chicago
association of
direct marketing

Get Results Now!

adMarks

March "Second Wednesday" General Membership Luncheon

Shifting Battlegrounds in Direct Mail vs. Email Marketing:

The Possible Resurgence of Direct Mail for Customer Activation and Retention



Chuck Thomas

Join us on Wednesday, March 10, as Chuck Thomas, President of CTCreative, Inc., takes a look at the pluses and minuses, the pros and cons of direct mail vs. email marketing. While there may be cost advantage to using email, how effective is it really? And if you really wanted to connect

with a prospective customer, which media is best? While email gives you the ability to drive a prospect to a web site, is it possible that a personal, 1-to-1 piece of USPS mail actually could be more effective at activation?

In this presentation we'll look at the statistics, pros and cons, and investigate sociological trends that are pushing consumer and buyers to new heights of email protection, and driving people to connect with people in a community they trust. We'll look at how trust is built, and the four steps to building trust through direct mail and email, how to use the right tools and the right message and the right

What:	March "Second Wednesday" Membership Luncheon	
Speaker:	Chuck Thomas, President, CTCreative, Inc.	
When:	Wednesday, March 10 11:30 a.m. Cash Bar and Networking 12:00 p.m. Luncheon and Program	
Where:	Petterino's Restaurant, entrance at 50 West Randolph (Dearborn and Randolph, Chicago)	
Fee:	Member	Non-member
Before 3/6	\$44	\$59
3/6 to 3/9	\$49	\$64
Day of Event	\$54	\$69
To register:	Call 312.849.CADM (2236) or visit CADM's web site at www.cadm.org	

activation tactics to generate stronger response. This event is open to the CADM community as well as guests, clients, and non-members. ■

Let's Play 20 (Marketing) Questions

By Les Stern, L. Stern & Associates, Inc.

When I was a kid (longer ago than I would like to admit), our family would drive on long vacations. To pass the time, we would play 20 Questions. You know the game. You get to ask 20 questions and at the end have to figure out the subject or person. The first question usually was animal, vegetable, or mineral, and it would go from there.

The game came to mind recently as I was thinking about the tremendous emphasis of late on marketing tactics. I understand that in difficult economic times a business may have to emphasize tactics over strategy, but it struck me that people were diving into tactics without knowing the answers to some very fundamental marketing questions.

So I said: OK, as a marketer, what 20 questions would I want the answers to before I decided on tactics. The 20 questions are designed to help you:

- Understand who you are trying to sell to, and

how you sell to them. Yes, this involves working with your sales force.

- Identify why your target market buys your brand category, and then why they buy from you specifically. This is all about positioning and differentiation.
- Determine the information sources your target market uses to make purchasing decisions. This is especially important today, as people are enraptured with social media, yet they frequently do not even know if their target market uses social media as information sources.
- Analyze the effectiveness of your current marketing efforts (and adequacy of your marketing budget).



Les Stern

March '10
vol. 16 issue #4

in this issue

From the President	2
Member Alert/Calendar	3
Industry Insight	4
Member Recognition	5
Annual Conference	6
Member Briefs	7
EL Awards	8
SIG Corner	9
Ask the DM Experts	10

adMarks is printed by
Vision Integrated Graphics
Tinley Park and
Chicago, IL

(Continued on page 4)

from the President

CADM Mission Statement:

The Chicago Association of Direct Marketing serves its members, the direct and information-based marketers in greater Chicago. CADM provides a high-quality forum for the exchange of ideas; fosters member development through business, educational and social opportunities; and acts as an industry liaison.

2009–10 Board of Directors

Officers:

President: Cyndi Greenglass,
Diamond Marketing Solutions

Vice-President: Ron Marsh,
Audience Identification

Secretary-Treasurer: Jim Sherman,
Midas International

Immediate Past President:
Scott Reeves,
Metzner-Schneider Associates

Directors:

Heather Baker,
BennettBaker, Ltd.

Rich Hagle,
Racom Communications

Dasher Lowe,
Draftfcb

Will Misloski,
Orbitz Worldwide

Frank Roman,
Frank Roman Partners

Carrie Stec

Jay Weinberg,
The JAY Group

Roy Wollen,
Database Insight, Inc.

Debra Zahay,
Northern Illinois University

adMarks Editorial Committee:

Michelle Blechman,
Abbott Laboratories

Brent Brotine,
Brent Brotine Communications

Richard Hagle,
Racom Communications

Headquarters Staff:

George Buckley,
Executive Director

CADM

203 N. Wabash Ave., #2100
Chicago, IL 60601

O: 312.849.CADM (2236)

F: 312.849.CAFX (2239)

E: info@cadm.org

W: www.cadm.org

For a complete contact list of CADM's
volunteer leaders, visit www.cadm.org.



Pay It Forward

By Cyndi Greenglass, Diamond Marketing Solutions

According to Wikipedia, the expression “Pay it forward” is used to describe the concept of asking that a good turn be repaid by having it done to others instead.

Ralph Waldo Emerson, in his essay “Compensation”, wrote: “In the order of nature we cannot render benefits to those from whom we receive them, or only seldom. But the benefit we receive must be rendered again, line for line, deed for deed, cent for cent, to somebody.”

CADM, like many associations, is fueled by passion and commitment. Along with the unwavering dedication of our Executive Director George Buckley, CADM runs exclusively with a small group of industry professionals who donate their valuable time. From our Board of Directors to our Special Interest Group Chairs, from our special event Chairs to their subcommittees, the power of CADM comes from within.

“CADM, like many associations, is fueled by passion and commitment...From our Board of Directors to our Special Interest Group Chairs, from our special event Chairs to their subcommittees, the power of CADM comes from within.”

Your Association lives the guiding principle of “Pay it Forward”. No amount of effort is too small, no commitment goes unrecognized. Your Association Board and Committees are made up of marketing professionals from every discipline — marketers and vendors alike — who believe that giving their thought leadership and a little of their time benefits us all. And it benefits future generations of up and coming direct and interactive marketers as well.

Who knows the impact each and every one of you may have through your participation in CADM? Maybe you will help someone get a job, maybe you will give someone an idea that solves a marketing problem, or maybe it gives you that edge you need to create a huge win for a client.

I feel honored and privileged to serve you, our members, with our very talented Board of Directors and I know that they are never thanked enough for their efforts. But I am also looking toward the future and hope that some of you reading this will begin to think of CADM as a place where your leadership muscles can be flexed.

Whether you are an industry maven or a marketing novice, your contributions and leadership will provide the energy and passion that will fuel this Association into the next decade.

Wayne Woodrow “Woody” Hayes, a college football coach who is best remembered for winning five national titles and 13 Big Ten championships in 28 years at Ohio State University, said it best “You can never pay back; but you can always pay forward”.

In the coming weeks we will begin the nomination process for CADM Board members who will serve in the 2010/2011 year. I hope that you will consider how you or someone you may know may serve. It is with a generous spirit, a little time, and a willingness to be part of, and share in, your professional community that our Industry will continue to grow and thrive.

Help me pay it forward.

With thanks,

E-mail me at cgreenglass@dmsolutions.com. Please use the subject line CADM Member.

memberAlert/Calendar

The CADM calendar is regularly updated. Please call CADM at 312.849.2236 to register and/or for the latest information. Events are open to all members, prospective members and guests. Also, be sure to regularly check the updated "Events" Section of the web site at www.cadm.org.

March

10 "Second Wednesday" Luncheon

Speaker: Chuck Thomas, President of CTCreative, Inc.
"Shifting Battlegrounds in Direct Mail vs. E-mail Marketing"
Petterino's Restaurant,
50 West Randolph (Dearborn and Randolph), Chicago
11:30 a.m. Reception
12:00 p.m. Luncheon and Program
See article on page 1

April

8 CADM Book Club

Discussion of *Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving with Grace*, by Gordon McKenzie
8:00 a.m. to 9:30 a.m.
See box on page 4.

14 "Second Wednesday" Luncheon

Speaker: Cass Baker, EVP, Leapfrog Online
"Multichannel Success Story Using Online and Offline Marketing"

Petterino's Restaurant,
50 West Randolph (Dearborn and Randolph)
11:30 a.m. Reception
12:00 p.m. Luncheon and Program

May

4 Awards Gala at The Wit Hotel

201 North State Street, Chicago
6:00 p.m. to 9:00 p.m.
See ad on page 6.


5 CADM Annual Conference 2010 at the Wit Hotel

201 North State Street, Chicago
8:00 a.m. to 6:00 p.m.
See ad on page 8.

12 "Second Wednesday" Luncheon

Speaker: Kristin Nomura, Central Region Manager, Search & Analytics, Google
Petterino's Restaurant,
50 West Randolph (Dearborn and Randolph)
11:30 a.m. Reception
12:00 p.m. Luncheon and Program

For information and reservations, contact CADM via telephone 312.849.CADM (2236) or fax 312.849.CAFX (2239) or check out our web site located at www.cadm.org. Advance reservations will not be accepted after 12 noon the day before the event. Cancellations must be made 48 hours prior to the event. Advance registrations must pre-pay or will be charged on-site fee. Vegetarian plates must be ordered in advance.



"The Basic Course gave me great ideas that I used immediately."

What makes the **Basic Course** so brilliant?
Ask the marketers who have taken it.

"It helped me be more responsive and adaptable."



"I've worked in direct marketing for 12 years and pretty much thought I knew it all. I was wrong."



"I would recommend it to anyone."

Become basically brilliant.

It's your time to shine in the **Spring Basic Course 2010**.

Thursday evenings, March 4 through May 13, 2010
Location: University of Chicago Gleacher Center,
450 N. Cityfront Plaza Drive in downtown Chicago
\$495 for members of CADM,
\$545 for non-members
Hurry, space is limited. Payment and registration
due by **March 2, 2010**.

Register by calling 312-849-CADM (2236),
or online at www.cadm.org

Generously sponsored by



JACOBS & CLEVINGER

Lets Play 20 (Marketing) Questions *(Continued from page 1)*

- Remember that marketing is not just about customers and prospects. It is also about how you position yourself to — and communicate with — influencers, referrers, employees, and prospective employees

The questions:

- Who are your target market segments?
- Who are the decision makers you are trying to reach?
- What is your brand positioning statement?
- What core brand/category attributes drive people to make decisions about purchasing products/services such as yours?
- How do you rate relative to the competition on those core attributes?
- What is your sales process, from generating leads to closing sales?
- What trade/consumer shows do people in your target market attend?
- What media do they utilize to obtain information (radio, TV, newspaper, magazine, direct mail)?
- How do they use the Internet to obtain information (*i.e.*, brand Website, manufacturer websites,

user-generated content, search, social media)?

- What tactics do you use to generate awareness for potential new clients, and can they be improved?

“People are enraptured with social media, yet they frequently do not even know if their target market uses social media as information sources.”

- What tactics do you use to enhance your firm’s credibility to potential and existing clients, and can they be improved?
- What tactics do you use to generate leads, and can they be improved?
- What tactics do you use in the sales process once leads are qualified (*i.e.*, proposals, sales presentations), and can they be improved?
- What tactics do you use to generate direct sales, and can they be improved?
- What tactics do you use to retain and enhance existing client relationships, and can they be improved?
- What referral/influencer sources do

you use, and how do you communicate with them?

- What tactics do you use to recruit new employees, and can they be improved?
- What tactics do you use to communicate with your existing employees, and can they be improved?
- Would you say the quality of your marketing deliverables (online and offline) are of the same quality as, or better than, the deliverables of your largest competitor?
- How much money do you think you should spend on marketing, and what percentage should be allocated among brand awareness, lead generation, conversion, and retention?

Obviously, this is just one person’s perspective on the questions you need to ask yourself. There are undoubtedly others. Still, by investing a little time (and money if need be) to answer these questions, you can be much more confident in the success of your future marketing endeavors.

Any questions? ■


Les Stern is president of L. Stern & Associates, Inc., and can be reached at Les@lstermmktg.com.




**Continental
ENVELOPE**

- **Quick Quote™ system**
Estimates within hours
- **Web and Die Cut Styles**
Enhanced Flexography
- **Sheet-Fed Lithography**
1 to 5 Colors In-House

630 • 262 • 8080
FAX: 630 • 262 • 1450
1700 Averill Road • Geneva, IL 60134
www.continentalenvelope.com





BOOK CLUB

Orbiting the Giant Hairball: A Corporate Fools’s Guide to Surviving with Grace

By Gordon McKenzie

Join the CADM Book Club as we discuss our next book and apply its concepts to our profession, jobs, and lives. Please pre-register at www.CADM.org (“Events” page).

When: Thursday, April 8, 2010,
8:00 a.m. to 9:30 a.m.

Where: Paladin, 200 West Madison., Suite 1805, Chicago

The Book Club is open to CADM members only, but guest passes are available. A limited number of free teleconference slots will also be available. Please contact George Buckley at gbuckley@cadm.org for details.

WANT MORE? Sign up for our E-Alerts.

SAVE THE DATE: Next discussion will be June 10. Please visit the CADM.org web site for title announcement and registration. ■

SPONSOR OF THE MONTH

Lake County Press, Inc.



We are pleased to recognize Lake County Press as the “Sponsor of the Month” for this issue of *adMarks*. In addition to our regular “Volunteer of the Month” piece, we are pleased to spotlight from time to time a company from the industry whose significant sponsorship of CADM events and programs is making an important difference. Lake County Press has been a valuable in-kind sponsor for CADM, helping us produce several mailing pieces recently. We are pleased to honor them.

Q. Will you tell us a little about your company?

A. Lake County Press, Inc. began its business in 1970 as a small, commercial “job shop” printer with 20 employees operating out of an 18,000 square foot building on the western edge of Waukegan, Ill.

At that time, we served small and medium size businesses, associations, publishers, and advertising agencies located in the three-county area surrounding Chicago (Lake, Cook & DuPage) and had annual revenues of less than \$ 1.5 million. Throughout our 39 years in business, we have had a history of solid growth in annual revenues coupled with good corporate financial health. This growth has come as the result of consistent strategic planning initiatives set forth by the company’s executive management team. Our company has also been fortunate to attain a good portion of the “vision” we set forth for Lake County Press years ago; that being to earn a strong reputation as one of the finest commercial, sheet-fed printing firms in the U.S.

Today, although we are still in the original location on Noll Street, much has changed. We now employ nearly 200 workers, operating 24 hours per day on three 8-hour shifts, six days per week. We primarily focus on the full-service production (pre-press, print, bind & finish) of high-impact, multi-color printed materials and complement this with an impressive list of value-added services such as digital production color printing, web-enabled print-on-demand programs, variable data printing, kit assembly, distribution, warehousing, web-enabled pull-n-pack fulfillment programs, ink-jetting, and mailing.

Our facilities, including manufacturing areas, administrative offices, and warehousing that now total 160,000 square feet. Further, Lake County Press currently serves more than 450 clients representing 20 distinct market segments with a wide scope of products.

“We primarily focus on the full-service production (pre-press, print, bind & finish) of high-impact, multi-color printed materials...”

Q. Why does your company sponsor a project or event with CADM?

A. For two primary reasons. First, we believe in supporting industry groups and associations like CADM that help promote our industry and who work diligently to further the education of those interested in the power of the printed word. Second, we firmly believe that the recognition we receive for our contributions to such organizations, albeit in kind, comes back to us multi-fold as furthering our brand awareness among new contacts and thus turning them into prospective clients.

Q. What product or service would you like to feature?

A. Lake County Press has earned a reputation as well as winning many industry awards for its high quality digital production color printing which many clients have told us has in their minds become nearly equal to the outstanding traditional offset printing for which we have gained a national reputation. We would like to introduce and educate more people in the marketplace on the sophisticated (yet easy to use) web-enabled systems we have developed to seamlessly integrate this high-end digital printing on a web-enabled print-on-demand (POD) platform with our pull-n-pack literature fulfillment services. Our clients are now able to offer their internal or external customers a single, privately branded on-line ordering portal that affords them the ability to select both static assets stored on our shelves along with customized POD pieces printed from digital assets located on our servers; all packed in the same box and shipped within 24 to 48 hours.

Q. Who should CADM members contact for information about your company?

A. We encourage all those within CADM that may have an interest in learning more about Lake County Press and our various service offerings to call us at 847-336-4333 and ask for Peter Douglas, Senior VP, Director of Sales & Marketing (pdouglas@lakecountypress.com) or contact our primary CADM member, Debbie Schulz, Sales Representative (dschulz@lakecountypress.com). In addition, please feel free to visit us on the web at www.lakecountypress.com. In closing, we would like to leave all of our fellow members within CADM with this simple thought; “When things go South...Head North!” ■

If your company is interested in becoming a CADM Sponsor, please contact George Buckley, executive director, at gbuckley@cadm.org or 312.849.2236, ext. 25.



SPONSOR THE 2010 SPOTLIGHT GALA EVENT.

Share the Spotlight with
Emerging Marketing Leaders.

CADM is pleased to honor the next generation of marketing innovators with the 2010 Emerging Leaders Award at the Spotlight Gala Event. You and your firm are invited to sponsor this important event, where you'll be prominently featured in front of an audience of key influencers and top decision-makers.

This event will be held at one of the newest and most talked about Chicago boutique hotels, **theWit** on May 4, 2010!

Choose from six Sponsorship levels:

- Presenting Sponsor \$5,000
- Dinner Sponsor \$2,500
- Cocktail Reception Sponsor \$2,500
- Supporting Sponsor \$1,000
- Friend of CADM \$500
- Silent Auction \$50 (cash or in-kind donations)

For more information and to secure your spot as a **CADM Spotlight Gala Event Sponsor**, call Cyndi Greenglass at 630-523-5351 or visit www.CADM.org/ELawards.



CALL FOR NOMINATIONS

Your Future CADM Officers & Directors

If you would like to serve on the CADM Board as an officer or director for a term beginning **August 1, 2010**, or if you know of an exceptional candidate, please contact Scott Reeves, CADM's immediate past president and chair of the nominating committee, at sreeves60@gmail.com.

You may also contact George Buckley, CADM's executive director, at 312.849.2236, ext. 25, or gbuckley@cadm.org. Only the name and contact information of the individual is necessary at this time; the nominating committee will follow up with each candidate to discuss available positions. All nominees must be CADM members. Nominations must be submitted by **March 15, 2010**. ■

(Note: CADM member's names, and/or the names of companies with members, are in **bold**. Want more information about a **company** or **member** featured below? Check out CADM's online membership directory at www.CADM.org.)

Marketing Synergy Announces Newest Segmentation Product – Persona Value Segments

Randy Hlavac, president of **Marketing Synergy**, recently announced a new product. "Your web and social visitors are very different from your database customers. They are already triggered to action, know how they plan to address their needs, and will tell you this information and more if you ask them." The new Persona Value Segmentation system combines surveys of your web, social, and database markets with descriptive and purchase data to create segments which integrate traditional and web/social marketing into a single targeting system. This allows marketers to develop their web, community and social marketing programs with the information, tools and products tailored to their most valuable persona segments. For more information, visit: <http://www.msinetwork.com/showpage.asp?Page=8> or contact Randy at RHlavac@MSINetwork.com.

Diamond Marketing Solutions Presents at Database Marketing Conference

David McSweeney of Diamond Marketing Solutions teamed up with his co-service provider, Kirk Schuh of ARG1, and their client, Mark Reimold of RSA, to present "Enabling Multi-Product, Multi-National Marketing Through Database Marketing" at the recent National Center for Database Marketing (NCDM) conference in Las Vegas, Nevada. The speakers shared their hands-on experience in implementing a centralized marketing database that enables RSA to more effectively market its business-to-business conferences to a global audience.

Marketing Highway Adds Liebenson, Ziner

Marc Ziner and Sid Liebenson now join Steven Hausheer and Ellyn Joy, along with Michael, Dan and Chris...to form a new digital marketing agency, Marketing Highway. For more information, visit www.marketinghighway.com, or call 312-502-3732. ■

WHEN WE CALL, WILL YOU COME? TEMPO AWARDS CALL FOR JUDGES.

A UNIQUE CHANCE TO SEE THE BEST WORK
HAPPENING ACROSS ALL DISCIPLINES IN YOUR INDUSTRY.
BE A TEMPO AWARDS JUDGE, GET AN INSIDE LOOK
AT YOUR COMPETITION AND HAVE FUN, TOO!

JUDGING OF ENTRIES WILL TAKE PLACE LATE-MARCH. WANT IN?



FOR JUDGING DATES AND LOCATIONS:
WWW.CADM.ORG/TEMPO



DON'T MISS CHICAGO'S PREMIER INTEGRATED MARKETING EVENT



results2010

Hosted by the Chicago Association of Direct Marketing

At the end of the day, that's what it's all about. So what are other professionals doing to stay ahead of the curve in this ever-changing marketing landscape?

Find out at Results2010. We've gathered industry thought leaders and subject matter experts for an intensive day of programs, panels and networking, all designed to give you the competitive edge you need today – and tomorrow. Learn how your peers are embracing change and new media, building new business models, and developing strategies to triumph in this turbulent economy. It's a value-packed day you shouldn't miss.

Some of our confirmed speakers include:

- » Robyn Okrant:
Author of, Living Oprah: My One-Year Experiment to Walk the Walk of the Queen of Talk
- » Conor Cunneen, Irishman Speaks:
"Change and Direct Marketing"
- » Nancie Freitas, CMO, Constant Contact:
"Staying in Front of Your Customer"
- » and so much more

SAVE THE DATE: Wednesday, May 5 | theWit Hotel

For more information » 312-849-2236 » info@cadm.org » cadm.org/results2010

Creative: MAB Advertising Inc.

All the solutions. All the insights.
All in one day.

INTERACTIVE MARKETING SIG

By Barbara Maldonado, SIG Chair

As the Interactive Marketing SIG prepares for a busy 2010, CADM wanted to acknowledge long-time supporter and success story, Leapfrog Online. Focusing on accountability and ROI from the beginning, Leapfrog Online has built a robust client roster that continues to grow based on that focus.

Recently featured by the *Chicago Tribune*, Leapfrog Online's co-founder Dave Husain describes their business model, "We'll bet our compensation we can get you a new customer on a target price you can live with." That strategy was compelling when Leapfrog Online launched in 1995 and is even more relevant today.

Recently, CADM reached out to Leapfrog Online and Interactive SIG member Randy Wait, to ask what's in store for the company in 2010:

"We see 2010 as a very strong year for Leapfrog Online. The 'Great Recession' has accelerated marketers' quest to find accountable solutions to ensure their budget is best utilized. Our model is focused on delivering outcomes for our clients and only getting paid for those outcomes. The media buy, creative development, technology platform, testing, analytics, and other component parts necessary to drive a customer or sale are just a means to an end. We align all the necessary elements for our clients internally to develop a sales channel that can move quickly to capture opportunities and scale on those results.

In 2010, we will continue to develop multichannel solutions by increasing our use of offline tools, both to drive new distribution and to enhance conversion on the back-end. The end goal is to simply find the right consumer and convert them efficiently and in the manner they desire. Media format and toolset shouldn't matter — what matters is ensuring that the right combination of elements is used to deliver the best result. And given our value-based compensation model, we virtually remove our client's financial risk, ensuring that they receive profitable results from their marketing budget. We are excited about the prospects 2010 will bring. Nothing is guaranteed in this environment, but we believe we are perfectly positioned to assist clients in growing their business and bottom line."

MULTICULTURAL MARKETING SIG

By Michael Machado, SIG Chair

Our SIG is planning to host a Lunch & Learn on Wednesday, April 21st from 12:30 p.m. to 1:30 p.m. (venue to be announced — check CADM.org web site). Sponsored by NDS – Solo On-Door Advertising, we'll feature Tom Pirovano, Director of Industry Insights for The Nielsen Company, on the topic: "Competing in a Multicultural Marketplace."

We will discuss how marketing professionals continue to be challenged by the diverse and changing U.S. consumer

landscape. How they often relate to consumers based on their own personal experiences, and how often those experiences are limited to a single culture. This presentation and dialog will examine the many differences in shopping and viewing behaviors among Hispanic, Asian, and African American consumers. Rather than just reviewing the numbers, this presentation will get marketing professionals asking the right questions. For each of the three key demographic segments, we'll address questions on where they shop, what they buy, what they watch, and how marketers are reaching them.

Some questions addressed:

- Which product categories skew to Hispanic households?
- Which retail channels are more likely to be shopped by Asian Americans?
- How do TV viewing habits of African Americans differ from other households?
- How does mobile web use vary by ethnicity?

Please join us on Wednesday April 21st. Please refer to www.CADM.org for more information and to register. I look forward to seeing you there! ■

Having A Hard Time Measuring Your DM Results?

Tribune Direct Can Help

- Gift Card Marketing & Patented CheckTracker™ System
- Multi-Channel Marketing Strategies That Drive Higher ROI
- Internet-Based Postal & Response Tracking



TRIBUNE
DIRECT

TECHNOLOGY DRIVEN

www.tribunedirect.com | 800.545.9657 | 505 Northwest Ave., Northlake, IL 60164

asktheDM Experts



Ask the DM Experts
by Susan K. Jones,
Susan K. Jones & Associates
and Ferris State University

Marketers Venture into Virtual Worlds

Q: A couple of years ago, Second Life seemed to be “all the rage” at conferences, and many companies were creating Second Life spaces and products. But some of that fervor seems to have died down. What’s new with Virtual Worlds for marketers?

A: While some marketers consider Second Life to be overly complex for their purposes, there’s a lot going on in terms of virtuality for marketers. A colleague at Ferris State recently asked me to do some background research on the move to “v-commerce” for a book she’s preparing — and here I’ll share just a few of the preliminary findings.

Against the backdrop of Web 2.0 (the customer in control) — and with the artificial intelligence of Web 3.0 on the horizon — marketers already have taken some steps into “personal virtuality” and online virtual commerce and gaming. Here are a few simple examples:

- **Lands’ End** (www.landsend.com) encourages customers to enter their own virtual dressing room by creating a model of their exact height, weight, body type, skin/eye/hair color, face shape, eye shape, and nuances of fit. Then customers can try on clothing items to see how they’ll look before

ordering. Lands’ End is one of a number of e-commerce marketers using My Virtual Model™ for this application.

- **Jellyvision** (www.jellyvision.com), creator of “You Don’t Know Jack” and the “Who Wants to be a Millionaire” home game, provides e-commerce marketing firms with what Jellyvision calls “interactive conversations” that seem as customized and personal as a chat with a live person. As their web site explains, “Because of the massive branching structure of an Interactive Conversation, you are able to instantly engage every visitor to your site with a unique experience that is tailor-made to their individual wants, needs, and desires. This visitor-specific content focuses in on exactly what it is they are seeking, and dynamically charts the most relevant path for them, toward your ultimate goal of conversion.” Jellyvision clients have included Netflix, Disney Interactive, BMW, Microsoft, and Oracle, among others.
- The social media site **Facebook** (www.facebook.com) started embedding the e-commerce feature of virtual gifts in early 2007. The manager for the virtual gifts product, Jared Morgenstern, blogged on February 8, 2007 to announce the new product and to suggest that Facebook users give their friends charity-related virtual gifts, or purchase a series of presents that become more meaningful in sequence. For a “cheeky” example, he showed a bare-bottomed troll doll gift followed by a toilet paper gift, and then a bar of soap (Morgenstern, 2007). Most gifts on Facebook cost \$1.00, and could be paid for by purchasing “gift credits” by credit card.
- **Zynga** (www.zynga.com) lets Facebook and MySpace members play social games ranging from Texas Hold ’Em to Fashion Wars to FarmVille. With 16 million daily users and 60 million monthly users as of last summer, Zynga reigns as the number-one social gaming site on the web. Zynga reportedly had revenues of \$50 million in 2008 through the sales of virtual goods and add-ons to games.

Cybertown (launched 1995), Second Life (launched 2003), and There (launched 2003) owe much of their success to the

growth of broadband connections, software allowing for instant personalization features, and increasing sophistication with the appearance of 3D virtuality.

The promise of true artificial intelligence (Web 3.0) has not been fulfilled to date for most applications, but advancements in e-commerce marketing, database management, gaming technology and 3D imagery are setting the stage for the maturation of virtual worlds as platforms for consumer engagement and profitable e-commerce.

Many virtual worlds have experimented with impressive Web 3.0 applications. According to virtual worlds expert and research analyst Vahid Deiwakh, “Within the context of the evolution of the Internet from Web 1.0 to Web 3.0, virtual worlds — especially the 3D kinds — are classified under the Web 3.0 category because of their profound ability to integrate multiple types of content, information sources, and feeds into one highly engaging and interactive format.”

As early as 2006, Second Life invited its members to experiment with this type of integration. They could tie together del.icio.us with Second Life to bookmark locations inside Second Life. Around that same time, Second Life made it possible for Flickr photos to be fed into Second Life, and Snapzilla allowed Second Life visitors to take screenshots in Second Life and post them on Snapzilla. Regarding these developments, blogger Pete Cashmore noted, “Clearly, SL is becoming a Web service. This will inevitably blur the lines between the virtual world and the Web, creating endless possibilities — events mashups, online calendar integration, even commercial mashups with Lindens (Second Life money) as a payment option. This is the tip of a very big iceberg.”

Finally, numerous vendors help Web sellers add the warmth of a “virtual real person” video spokesperson to show visitors around their site, point out important features, and activate a call to action. Ideally this site host would be integrated into all media as a spokesperson for the company or brand. Check out the “virtual real people” at www.liveactor.com, websitetalkingheads.com and similar sites. Still other sites like www.sitepal.com and www.codebaby.com offer functionality for “interactive digital characters” that are B2B versions of the avatars in Second Life and other virtual worlds. ■

**TARGETING
YOUR MARKET
SOLO
ON-DOOR**

National Distribution Systems
773.975.8300
www.ndsondoor.com

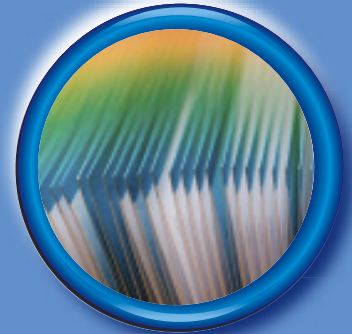
NDS
ON-DOOR SERVICE

Experience the Power.

Vision Integrated Graphics has revolutionized web-to-print technology with custom solutions to increase sales and lower costs. The results are amazing.



web-to-print



Experience the power for yourself.
Call **Doug Powell** today at **312-373-6361** for your online demonstration showing how you can grow your business using this amazing technology.

"Your web-to-print technology is helping us significantly grow our business with new and existing clients — especially in this economy."

— William A. Baltz, President
Focus Strategic Marketing, Inc.



www.visionps.com

"We are thrilled with Vision's web-to-print service. Our franchisee's can now create, print and mail custom promotional materials whenever they want."

— Marketing Director of a
National Franchise Company

Managing Paper Resources for Over 150 Years



- High Performance Printing Papers from the world's leading manufacturers
- Experienced sales and customer service personnel
- Superior logistics and technology
- Significant inventory ready for prompt shipment
- Full-service sample department
- Service • Selection • Value

BRADNER SMITH & COMPANY LOCATIONS

2300 Arthur Ave.
Elk Grove Village, IL 60007
(800) 678-1852

3962 N. Richmond St.
Appleton, WI 54913
(800) 236-6605

12855 W. Silver Spring Dr., Unit E
Butler, WI 53007
(800) 322-1852

WE KNOW PAPER!

www.bradnersmith.com



adMarks

(ISSN# 1083-611X)

is published monthly except combined issues of
December/January and June/July by the
chicago association of direct marketing, inc.
203 north wabash, suite 2100
chicago, illinois 60601
312.849.CADM fax: 312.849.CAFX
www.cadm.org

periodical postage paid in chicago, il

postmaster: send address changes to
adMarks c/o CADM
203 north wabash, suite 2100
chicago, illinois 60601
each CADM member receives a copy of
adMarks as a member benefit.

© 2010 by the chicago association
of direct marketing
all rights reserved.

Got Mail?

- | Integrated Prepress Workflow
- | Sheetfed and Web Presses up to 16-Colors (25 presses!)
- | Inline Web Simplex and Duplex Imaging (4 presses!)
- | Data Processing
- | Simplex and Duplex Lasers 300 & 600 dpi (30 systems!)
- | Inserting - Standard • Stretch • Jumbo (70 Inserters!)
- | Intelligent Match Inserters (9 systems!)
- | Commingling (4 systems!)
- | Postal Management Experts
- | FSC Certified Printer



JAPS-OLSON COMPANY

7500 Excelsior Blvd. | St. Louis Park, MN 55426-4519
952.932.9393 | Fax: 952.912.1900 | www.japsolson.com



| **Printing**
| **Direct Mail**
| **Postal Logistics**

Call or Fax us for our Sample Kit
to be mailed to you. Include your
name, company name, address,
phone and email address.

CADM