

**Re-Powering the Public Interest:
New Media and the Future of Public Service Advertising
March 21, 2006**

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

[START RECORDING]

VICKY RIDEOUT, M.A.: Good afternoon and welcome. My name is Vicky Rideout and I'm a vice president of the Kaiser Family Foundation and the director of our program for the study of entertainment, media and health. Thank you all for joining us here today for our forum titled, Re-Powering the Public Interest: New Media and the Future of Public Service Advertising.

As many of you know, the Kaiser Family Foundation has been involved with public education campaigns for almost a decade now, particularly in the area of HIV awareness and prevention. Under the direction of our Senior Vice President Matt James, who is seated right here, we have developed public education campaigns in partnership with television networks, MTV, BET, UPN, Univision, CBS, and the Viacom company, among others. These campaigns, along with an increasing number of international efforts, are run by the head of our Entertainment Media Partnership Program, Tina Hoff and her colleagues Julia Davis, Meredith Michelle, and Steven Masse, many of whom are also here with us today. We also conduct research about media and health, both as a way of informing our own and other media-based public education campaigns, and as a way to help illuminate potential policy issues that concern children, media, and health. Pretty much each of you in this room either

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

**Re-Powering the Public Interest:
New Media and the Future of Public Service Advertising
03/21/2006**

3

conduct a health-related public health campaign, wants to conduct a public education campaign, or is from a media company or an add agency that is working with a non-profit or government agency to create or disseminate a public education campaign on a health-related issue.

If you watch the headlines about the advertising industry in the newspapers and in the media trade journals these days, it's easy to get concerned about where the world of commercial advertising is going and what that is going to mean for our work. The 30-second TV spot is being given last rights. Suddenly online advertising is rising from the dead and all you hear from people in the industry is words like pinging, or SMS, or VOD, or Podcasts, or dynamic in-game networks. If you're a commercial advertiser, if you're a Pepsi or a Coke or a Pfizer or a Merck, you have entire agencies and large departments that are paid millions of dollars to stay on top of all of these trends. But for non-profits or public health organizations like most of us, we don't usually have that luxury. So the purpose of this session today is to get some insights about the latest trends in the commercial advertising world and to look at how new media technologies are being and can be applied to public service campaigns. Today we're going to be talking mostly about three emerging areas of advertising: online advertising, mobile marketing, and video game ads.

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

Online advertising, of course, includes what are by now the old familiar things like banner ads, pop-ups, and pop-unders, but it also includes increasingly clever, so-called rich media like the public education campaign Fight Mancinism that has a fly that buzzes across your computer screen and then you swat at it with your cursor and a message pops up. Online advertising also includes advergames, which are online games usually for the casual user that promote a company's or a cause's "brand." And that could be something like Orbitz, the travel sight, has Island Hop or Run for Your Flight. McDonald's uses their polar bears for Polar Bowler game, that kind of thing.

Online advertising today also includes what's called viral marketing, where word of a particularly compelling online video or other activity spreads like a virus from one user to another. I think the most famous one that most people have heard of is the Burger King Subservient Chicken site that, last I checked, had been seen by about 14 million people. If you haven't seen it, you can go back and Google it at your office.

Online advertising these days includes desktop applications as well, which is where we try to get consumers to pull our marketing messages off of the web and onto their desktop. That can be things like screen savers or wallpaper; it can also be things like icons and avatars to use for instant messaging. For example, if you use Yahoo Messenger, you can

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

accessorize your IM character with a Jeep Cherokee. So why not also be able to make them non-smoking? These are the kinds of things that I think have some possibilities for us and are, to some extent, being used and experimented with today.

There is also, of course, mobile advertising. I think people are saying that it could well be that the future of advertising, instead of being a 30-second ad on a 50-inch high-definition television screen, is a 3-second ad on a 1- or 2-inch screen that you hold in the palm of your hand. There are ads on your cellphone, your Trio, your Blackberry, your Playstation Portable, your iPod, your Nintendo DS, and so on. Right now I know Visa has a 3-second video spot that cell phone users have to see before they get their latest ESPN sports update; I would guess that's something that is being used a lot right now during NCAA tournament time.

Finally, video games. In the good old days, video game advertising meant a static billboard or a poster placed somewhere in the game that you kind of whizzed by as you played the game. Now, the characters or the primary playing pieces themselves are advertisements themselves, like a Ford Mustang in a car racing game or something like this. And sometimes the message of the whole game experience itself is something that can be promoting a particular company or, in our case, a particular cause, so that there is the Zombie Escape game on Above the Influence, which is a very high-quality, entertaining

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

video games that's giving a subtle message about staying above the influence of drugs and alcohol. The Army came up with a powerful recruiting tool by creating the popular video game, America's Army. So maybe next we have a CDC game called Pandemic or Avian Flu or something. [Laughter] Or there could be a National Institute of Drug Abuse game about trying to drive while under the influence of drugs or alcohol. Doing this for public education campaigns is a lot harder than doing it for Sprite or Burger King, because we're selling something that is more challenging. And, of course, if we're aiming at low-income, elderly people who are 75 and older, we're probably going to want to stick with something more traditional, and maybe the spot on *60 Minutes* is the place to stay, no offense to CBS, I'm sorry. [Laughter] But if we're aiming at 12 year olds on obesity or teenagers on HIV prevention, we need to be thinking through some different approaches. And I don't know whether this moment in time really is the death knell for the 30-second television ad; I know that TV today still dominates by a lot. So I think in some ways that that is beside the point that there are changes coming and inherent in those changes are opportunities for public health organizations to get our message out in a new way and maybe reach a different audience, and maybe do so in a way that might be more effective for us.

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

**Re-Powering the Public Interest:
New Media and the Future of Public Service Advertising
03/21/2006**

7

Many in the public service world have already started taking advantage of these opportunities, some of which I've just mentioned, others of which you can find in the Case Studies Report that is in your packets that describes a few such campaigns, others of which you will hear more about from our panelists here later this afternoon. After we hear our keynote presentation, Barbara Shimaitis of the Ad Council and Kristi Rowe of the Partnership for a Drug-Free America are going to join the discussion and they're going to talk about their experiences putting these new technologies to work for their causes. But first it is my pleasure to introduce our speaker for the day, Mr. Joseph Jaffe. Joe Jaffe is the president and founder of Jaffe, LLC, a marketing consulting firm. Prior to that, he was the director of Interactive Media at the Ad Agency's TBWA/Chiat/Day and OMD USA. He is currently a senior fellow at the Center for the Digital Future at the USC Edinburg School, and he is the author of the book, *Life After the 30-Second Spot: Energize Your Brand with a Bold Mix of Alternatives to Traditional Advertising*. Now I want to say that you're going to have plenty of opportunity to ask Mr. Jaffe and to ask Barbara Shimaitis and Kristi Rowe questions. We want this to be a real dialogue and I know people have very practical questions, too, about their own agency, cause, or work. So please, as you're listening to the keynote presentation, think of the questions you would like to ask and

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

just raise your hand for me after we've heard his presentation, and I'll be happy to call on you. So please join me in welcoming Joseph Jaffe. [Applause]

JOSEPH JAFFE: Thank you, Vicky. So I only have four words to say: ping, SMS, VOD and podcasts. Not necessarily in that order, but it's actually very interesting to talk about podcasting right now. As I was sitting in my chair, I was thinking to myself that I had this idea; it's kind of a crazy idea, I guess, but I thought I was going to do the first drunkcast. Now, I'll explain to you what a drunkcast is in a moment. First of all, I have a weekly podcast that's called *Across the Sound*. What I'm doing right now is I'm recording this presentation as a Q&A, then I'm going to edit it down and I'm going to actually simulcast it on my weekly podcast. It's a way of demonstrating what I call horizontal integration, and everything we do, every touch-point, every piece of communication isn't just necessarily a one-off, but we have the ability to really extend it and enhance it. So what is the drunkcast? The drunkcast basically is a normal episode of *Across the Sound* and every five minutes into the podcast, I would drink another tequila shooter, and I would get progressively more drunk and essentially start to embarrass myself. Why am I mentioning this to you today? That would be probably, it just struck me as a bit of an epiphany, what a great way to demonstrate how too much alcohol basically impairs

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

**Re-Powering the Public Interest:
New Media and the Future of Public Service Advertising
03/21/2006**

9

your judgment. The objective of the drunkcast is to be as serious as possible, not to mess around, but really to go out and do what I do every week. But I think after about 30 minutes it would become patently obviously that even though I think I'm in control, I'm not in control anymore. In that little frivolous reason or example, I think you have the difference between what I would call new marketing and old marketing. I'm going to talk a little bit about that over the next 20 minutes or so, and then of course I have pleasure and privilege of joining the panelists. We've had a wonderful conversation for the last hour-and-a-half. I wish you could have been a part of it, but hopefully you'll get a second chance, and a third chance if you listen to the podcast.

I had the opportunity to look at some of the case studies that you have in your packets, and the one thing I'm going to start off by saying is the Ad Council in particular and in general, the PSA industry, I think that you are head and shoulders and streets ahead of advertising by and large. I think from a creative product standpoint, the quality, the integrity, and the authenticity of the message has always been consistently about the bar. You've set the bar and you've raised the bar over time. That said, when I do look at the case studies, I do see the ping and the SMS and the VOD and the podcasts, and I see a lot tactics. I don't see necessarily the next wave of the solution. I think you're all here today to

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

talk about what that solution might be. One of the things that I talk to marketers about now is demonstrating to them that new marketing is not necessarily tactically driven anymore. I use the analogy cost, and that's intentional, and it's intentionally ironic because it's not about cost, it's about benefit, cultural, organizational, strategic and tactical. If you're looking at a checklist and saying, "We need a blog, check we did that. We don't have to come back to it until next year." That's not the way to go. The further upstream you move and the more strategic and integrated ultimately the usage and incorporation of new marketing becomes, that's where you're going to start to see what I call not just extension, but enhancement. That is truly where one plus one equals three. That's something that we're all here trying to do today. We're all trying to necessarily achieve our ROI, and our ROI is a lot more, arguable, important than other kinds of ROI, because our ROI is action and transformation and essentially changing the world and making the world a better place for everybody to live in. That is something well worth talking about and fighting for.

A little bit of information about me. I have my blog, and I think you may have an opportunity to sign up for that afterwards, my podcast, and my book, which Vicky very kindly showed you. That's the kind of 25-second skinny, or 25-second [inaudible] version of the book. Problem and solution: Four

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

reasons why I think the 30-second spot, in its existing form, is either dead, dying, or out of its usefulness. And by the way, the 30-second spot is a metaphor for a certain way for doing business. If you kind of buy into that, then I think by default and definition you're in a better place. I talk about a four-pronged re-think; re-think the consumer, branding, advertising, and the advertising agency. How we come up with communication is ultimately going to be critical in involving our consumers well.

Finally, I introduce the 10 approaches: interactive gaming, on-demand consumption, experiential marketing, long-form content, communal marketing, consumer-generated content, search, music, mobile, and things that make you go hmm and finally branded entertainment. That's just a little bit about how I work. Everything is about shocks and Jaffe Juice. There is the single, the double, and the triple shot. Maybe I need to seek some counseling. [Laughter]

Ultimately, I realized very quickly when I got into this business that I really wasn't in the business of counseling marketers on how they should be dividing up their media plans. I was in the change management business. I often joke to people and say, "I'm in the change management business, and you guys are in the waste management business." But this really is about change. Technology is the change agent. Technology changes and continues to change us. The consumer

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

has changed and they continue to change even more. But the organization refuses to change and resists change. So what you have is this disconnect, this gap or chasm, if you will, that continues to widen. People talk about the consumer being in empowered. How many of you here feel that you're empowered? How many of you get home every night from a long day at the office and flex your empowerment muscles and beat your empowerment chest? We're just human beings; we want to just dive or sink into the sofa. We want a soft bed. We want to be told stories. We want to be entertained. We want to be informed. We want to be educated. We want to participate. The problem, I think, is not that consumers are empowered; the problem is that marketers have become powerless. We are still trying to reach an evolved, smarter, more intelligent consumer using techniques that have become rather blunt. And so much so that even Martin Sorrel, the leader of the free world, or at least one of the holding companies, he says that there are major changes and we don't understand the speed and scale at which they're taking place. Honest perhaps, but quite scary when the guy who heads up WPP is admitting that we don't exactly know exactly what the hell is going on here right now.

I think the new marketing blueprint, if I had to kind of lay it out and make the case, is very simple. There is broadband, there is wireless, there is search, and there is a [inaudible]. If I had a little bit more time, I would take you

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

through it in detail, but here is the kind of, again, quick elevator pitch.

Broadband equals speed, but it actually equals something much great; it equals always on. So no longer do consumers have to put off what they can do right now or tomorrow or the next day. As we know with our diet, tomorrow never comes. So we're continuously connected at high speeds; the concept of our kids logging onto the internet will be as foreign as, to many of us in the room, picking up the phone and asking to speak to the operator.

But we're not just connected anytime; we actually connected anywhere and any place. That's where wireless comes into play. Wireless does not exactly equal cell phones and mobile marketing. Wireless means no wires. And now that we've wired Philly and we've wired all the other states in the world, we're connected any time, any place, anywhere, on our terms. And that's important.

Search is not just about Google and key words; search is about the ability to say, "I will get what I want, where I want, when I want, on my terms. And I pull based on what my needs are at that specific moment in time." And then it all gets really exciting. I'm not alone; I'm connected to millions of like-minded thinkers through the longtel, through my blog, through search, through whatever the case may be. It goes down to consumers. The old marketing adage basically says, "If you

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

please me or surprise me, I'll tell 5-7 of my friends. If you disappoint me, I'll tell 15-20. Today, if you upset me, I'll tell 1 million of my closest strangers." They're all connected by being like-minded thinkers and through these wonderful communities. I think it is through this connected consciousness, through the concept of the network, that perhaps the [inaudible] really lies, and that [inaudible] is community. So relevant for this audience when we think about how to activate and engage an entire community and take action because of that passion and because of those common interests and commonalities in general. There is another layer that goes on top of this, and I think those are the kind of fundamental beliefs of what makes new marketing different: experience, involvement, commission, and conversation. If you can essentially deploy those four strategic imperatives on top of this platform or foundation that is this constant connected consciousness and community, the four C's I guess, if you will, I think we're in a different place.

So what's really happening right now? Right now you guys are sitting down; those of you that have small kids, you take them into a restaurant, a family-friendly restaurant and they come out with the red, the yellow, and the blue. They come out with the little four-pack, the red, the yellow, and the blue. You can create greens and purples and oranges, and the kids kind of muck around for a while, and they make a big

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

mess and everybody's happy; they give you about 12 minutes of peace where you can actually finish your meal. But today's market is faced with a Crayola Big Box with 96 colors, and not many of us are equipped to understand ochre and maroon and peach and violet and ultraviolet. At the end of the day, I'm a simple guy. I understand red, yellow, and blue. If we can figure out how to use these 96 colors in new, surprising, and unexpected way, we have opportunities of really creating a masterpiece.

How can new marketing help? Today I'm going to share 3 of maybe 3,000 ideas ultimately on the subject. I'm going to talk to you about something that has nothing to do with emerging media or technology. I'm going to talk to you about how to make advertising relevant again, and I have a couple of little paradigms. One is called RUE, relevance, utility and entertainment. The other one is these three new roles for advertising, to inform, to empower, and to demonstrate. Not anymore is this idea of awareness-driven and biased advertising informing, persuading and reminding. We're now involving, we're now empowering, and we're demonstrating. I think I actually said informed earlier, but it's not; it's involving, demonstrating, and empowering. I'll talk to you about social media. I'll talk to you about the democratization of content, creation, and distribution, and how that's literally changing the way that we live our lives and run our businesses. And

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

then finally, I'll focus a little bit more on consumer-generated [inaudible] where we can actually meet the consumer halfway; this is the scary part. This is the part that is really scary. What happens when we cede control to our consumers and let them express themselves to us and to one another and rate themselves? How many of you have heard of YouTube? You should spend time on YouTube. They are the new kind of social networking video site, if you will, where people are uploading videos by the truckloads and rating them and sharing them, and a lot of them are pretty risqué and controversial, and there is amazing stuff going on. *Saturday Night Live*, for example, had this interesting little skit for *Lazy Sunday*. What happened if someone went and stuck it up on YouTube, and then the folks over at *SNL* and NBC went and put it on iChoose? It had been seen, or has been seen today, by millions, upon million, upon millions of consumers. Andy Sandberg, one of the guys that actually wrote and starred in that little 2- or 3-minute skit, he says that more people recognize him today, just because of that little skit, than from the entire of *SNL* leading up to that moment in time. YouTube is one example of how consumer-generated content is alive and thriving. Oftentimes, consumers are laughing with you, and sometimes they're laughing at you as well. In this day and age, you have to take the good with bad, or the bad with the good. So part of making advertising relevant again, I

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

think, comes back to cause marketing or what I call Cause New Marketing. Truth in advertising has essentially become an oxymoron. There is a reason why every year when, I think, Roper Starch kind of reputation and trust study or survey, that advertising comes in second from the bottom, second only to used car sales, and below politicians and lawyers. So what's happening right now is a lot of that is rubbing off on consumers. First of all, we can't find the talent to get into advertising, but secondly, consumers are busy saying, "We're not buying what you're selling anymore. It's not believable. It's not credible. It's not authentic." That's why things like the American Express Red Card, I think, breaks through the cloud. The American Express Red Card, for those of you who don't know, is a joint venture with Bono whereby basically, if you sign up for the card, every time you spend money, a portion of that transaction, or a transaction fee, is essentially going to help combat AIDS and poverty in Africa.

There are three other roles for advertising, and I'm going to give you three examples, as well, where you can see some example of what I think is pretty exciting out there. The first one is to involve. So what Congverse basically did is they said, "We want you to create 24-second expressions of what this particular brand means to you. We don't want you to create ads. We don't want you to have to sell. We just want you to express yourselves." Here is one example of what an

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

ordinary, average consumer created. [Music playing] Through the Converse Gallery, thousands of these movies have been created. I think what is interesting as well is, as you noticed, it was 24 seconds. Why 24 seconds? Because Converse still had the opportunity to put in 6 seconds of consistent branding. So I think this is a shining light and a guiding light for us to reassure us that consumer-generated content is not a game where we are kind of on the outside looking in. We can play and we can facilitate, and we can create the kinds of environments that really allow this kind of creativity to thrive.

Empowerment. This is one of the best examples I could ever share with you, and I just wish it was live so I could show it to you, but you can actually go look up Ecotonihar [ph] on the web. This is a campaign which I think really ran in Japan, but really it ran on the web, so it's global. Today everything that we do is global. We do something in Boise, Idaho and if some blogger gets a hold of it, it's global. I think we have to remember that. But this is a wonderful campaign in Japan where basically what happened is every day a new virtual tree was planted. And if you look at it quite carefully, I'm actually surrounded by screens, this is pretty cool, you'll notice things like "Yahoo" and "This is great" and "Good morning" and "Hello," and I could go out and, for example, send Vicky a message. I could say, "Hey Vicky, how's

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

it going?" And then she would be able to respond to me on a branch that we create. So that branch becomes a thread, a conversation thread. It looks like a nice campaign right; what's so special about it? What's so special about it, is after four or five-hundred leaves, NEC actually went out and planted a real tree. So there was that cause marketing aspect behind it. There was empowerment; consumers, by contributing and participating, were actually making the world a better place, one tree at a time.

Finally, demonstration; from the sublime to the ridiculous. This is a campaign that I think demonstrates brand benefit or brand attribute. Think about the typical hand soap or liquid soap, 5 out of 6 housewives agree or whatever the case may be, 6 out of 7 doctors agree that "Colgate Whites are Whiter and Brights are Brighter." This is another way that we can demonstrate a brand benefit. This is the method. [Video playing] Obviously the idea here is about cleanliness and coming clean. One way you can come clean, literally, is to wash your hands. But figuratively is to confess your sins. So I'm going to come clean. [Video playing] This is normally the part of conversation where people are quiet. [Video playing] I think she was a little bit harsh [laughter] I mean, I ate 10 cookies. I normally say I cheated on my taxes, but I'm [inaudible] and I just thought that wasn't the right thing to say. It's not true by the way. Which is the legal one,

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

evasion or avoidance? Oh, well. What's interesting about these examples is that people laugh and they smile and they get excited about them. Unfortunately, what has happened is with our existing tool set, people look at what we're doing, even consumers and especially consumers, and they're not getting excited and laughing because it's, in a way, looking through one-way glass and they're on, unfortunately, the wrong end of that mirror or one-way glass. In this case, just by that little bit of demonstration and, of course, you can send your confessions to other people, and you can see what other people are confessing about; you can see that level of excitement just rises straight away and bubble to the front and bubbles to the top. It's that kind of excitement that is getting people excited about brands once again.

This is what I called A to E via P. It's activation of engagement through participation, three big buzz words. But I can tell you right now that the entire industry is talking about engagement and marketers especially talk about activation. How do you get people off their butts; how do you get them to take action? How do you move them beyond just recall and remember what you say, to actually saying, "That is powerful enough for me to take action." In this particular case, the participation item, first of all, *Saw*, the movie, which is the most botched, and just ridiculously blood-heavy movie ever. Has anyone actually seen *Saw* or *Saw II* here in the

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

room? One person admitted it, two people. [Laughter] Suddenly everybody says "We saw Saw." It's really gratuitous bloodshed. So what's one way to actually kind of talk about it? They actually created a blood drive and, of course, it happened to be coincided with Halloween. It is so irreverent, yet again, there is something real to it that says, "You know what, of course we want you to see to the movie and buy the DVD, but what if you could actually, again, make a difference?" And that's why, again, I think you're seeing activation, and you're seeing engagement, and it's through participation. I think the history and future of media and advertising is explained in this very simple little doodle. We started, and to this day we still live in a world where the shotgun approach prevails; the spray and pray, the hit and hope, the Hail Mary approach, one-size-fits-all. Then we kind of gave birth of the one-to-one model, the Peppers and Rogers model. That failed at the time because it was ahead of its time, because we couldn't yet figure out how to customize and personalize and make sure that we actually greeted people by their God-given names, even when they gave us permission to do so and put in all their data when they registered for our cause or for our services; shame on us. Then came number three, one-from-one, which is search. This I would argue did a pretty damn good job when I last looked at Google's market cap. The idea is that instead of us going to them, they were coming to us, and it was a transaction or an

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

interaction on a singular scale. But I think this is where we need to get excited, and don't worry, there's absolutely no method to that madness; that's just me without any tequilas in my system basically showing you that there is a complex labyrinth or maze of conversations going on, and they began before you came into this world, and they'll be going on long after you leave this world. At best, your cause, your peers, your brand can join a conversation. Maybe not so, you can join the conversation or maybe you can create a conversation; maybe you can enhance a conversation. Maybe the best-case scenario is just to be a credible part of the conversation. That's the many-to-many model.

Social media. While I spoke about the democratization of content, creation, and distribution; social media means conversational media. It is blogging and podcasting and message boards and SMS and IM and Wicky [ph] and all these buzz words that many of us don't quite understand yet. I'm an example of social media. This is my Sprint Ambassador phone; I think I've reached more people by telling them about my Sprint Ambassador phone than any Sprint Ambassador commercial, because I don't think there are any. So what is a Sprint Ambassador phone? Sprint sends me an email that says, "You look like a blogger of some influence." To which I said, of course, "Well, as a matter of fact, I am." They said, "We'd love you to have this beautiful, brand-spanking-new Samsung phone, preloaded

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

with top-of-the-range everything-you-could-eat and more of Sprint Vision or PCS Vision services." I can watch Fox live, I can download video, I can get GPS coordinates, I can download MP3s, and I don't pay a cent. And I'm telling people about this phone every day. This is an example of social media in action. Now, can they track that? I don't know, that's a challenge, but in good faith, if they follow their gut and their intuition, maybe they'll end up in a better place. Will I buy this phone? No, never. I'll tell you why; because Sprint is not broadband right now, and for me, the way I travel around the world, it's not going to help me. Did I need to buy this phone? Absolutely not, because I'm going to influence plenty of people to buy the phone, and that's how the whole world has changed from the very linear and predicable one, to a non-linear and very organic and fluid one.

The final point. When you get involved in social media, blogs and podcasts, et cetera, it's a catch-22. You have to experiment, but you are going to make mistakes, and when you make mistakes, those mistakes will be honestly scrutinized under a microscope. And when you make mistakes, people are going to laugh, and they are going to criticize, and you have to take the good with the bad. But you can avoid some pitfalls, for example, frogs or fraudulent blogs; that's the new buzz word. Frogs are fraudulent blogs. It's somebody being counseled basically saying, "We need to be in the

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

blogosphere and the only way we can figure out how to do that is to create a bland, grand blog." Where basically Flip the dolphin is talking to us on his blog. Consumers look at that and they say, "Please, give me a break. My time is so precious; stop wasting it and stop insulting my intelligence."

A couple of points about consumer-generated content, and then I think I have one more slide for you. I think in the eyes of the consumer, and I know that some of the networks are here, this is an important lesson. It's all equal as far as consumers are concerned. They are not going to held ransom just because *Desperate Housewives* is doing well or is what everybody seems to be talking about around the world. Rocket Boom, which is a video blog, is getting the same kind of traffic that some of the programs on MSNBC are getting right now. So as far as consumers are concerned, the best content will always prevail. We, as publishers and marketers aligning ourselves with branded content, have to make sure that we are in that consideration sense. In a recent AdAge poll, only 53-percent of the people believed that consumer-generated content would turn into a trend. To this I would say, "Place your bets; 53 or 47, which number do you feel luckier with right now?" By the way, I call it consumer-generated content, not consumer-generated advertising or consumer-generated media; we need to stop thinking about being in the advertising business and start thinking about being in the content business. When

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

we create content that is compelling, long-form content or otherwise, consumers will ultimately embrace that and perceive that as content, and not think about being sold. People don't respond to being talking at, to, up, or down anymore; especially they don't like being sold to, especially at 9 o'clock at night. So we need to figure out better ways of being compelling and persuasive and ultimately closing the deal.

I think every action begins with a reaction; in this case, that reaction, especially in the cause marketing and the PSA world, is to elicit some kind of a connection, especially an emotional one. This is, to date, one of my favorite ads, online, offline, or otherwise. I'll show you how powerful, I think, interactive can become. If you want somebody to take action, whether that's capturing their email address, or whether it's giving money to a cause, or whether it's signing up, or whether it's joining a community, if you want them to do that online, we might as well talk to them when they're online when, literally, the difference between exposure or the distance or the time between exposure and conversion is the click of a mouse. I'm going to show you this. [Music playing] What a great, smart way to empower people to take action, to actually say, "You can make a difference, and right now all it takes is the click of a mouse and a few hard-earned dollars."

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

I'll leave you with this quote; it's from photographer Diane Augus [ph] who actually rose to fame by photographing twins and people with not so much deformities, but things that just made them different. She said, "It's what I've never seen before that I recognize." It's funny, consumers are the same. It's what they have never seen before that they recognize. When we do something that is truly original and distinct and compelling, that's when they take notice, and that's when they take action. Thank you very much for your time, and I guess I'm going to join the panel. [Applause]

VICKY RIDEOUT, M.A.: Now it's my pleasure to more formally introduce our other panelist here today, who are going to offer some brief reactions to Joe's presentation and talk a bit about their own experiences working with new media marketing techniques on behalf of public service campaigns. Barbara Shimaitis, far right, is senior vice president for Interactive Services at the Advertising Council. She oversees web site development, online promotion, and streaming media strategies, just to name a few of her responsibilities for the Ad Council's many, many campaigns. Before joining the Ad Council, Barbara was with Poppy Tyson [ph] where she played a key role in enabling businesses to conduct business via the internet. She has also worked with the internet marketing firm CKS. She describes herself as a very early adopter of new media and a passionate believer in the power of the internet.

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

In the middle we have Kristi Rowe who is vice president and director of content development for the Partnership for a Drug-Free America. She has been a key member of the team that has been developing the strategy and the creative for the successful launch of their Above the Influence Campaign, which is their new version of the youth-directed anti-drug media campaign that is conducted through the Office of National Drug Control Policy. She works on a number of other campaigns for the Partnership as well. Prior to joining the Partnership, she worked at Calvin Klein for over six years, so she also comes out of the commercial advertising world; she was vice president of marketing and advertising for Global Fragrances and watches, eyewear, and Calvin Klein apparel. She has also held account management positions in several top advertising agencies in New York City including Grey, Worldwide, Mechan Erikson [ph] and also TBWA/Chiat/Day. So we have a lot of expertise up here and, again, I want to encourage all of you that this is your chance to engage them in conversation about whatever issues you are facing in your workday, so don't let me monopolize the conversation. If you have questions, raise you hands; we have people with microphones and we would love to get your participation.

I'm just going to start with a question first to Barbara, and then Kristi. From you perspective, Barbara, at the Ad Council, which probably does more public education

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

campaigns and public service campaigns than any other organization, where do you place new media as a priority in terms of traditional radio, print, television; how important is it for us to get our heads around this new technology and how does it compare with traditional media?

BARBARA SHIMAITIS: I think it's really important that you get your head around it. There is not one target audience that is not online or engaged in some way interactively or with new media. For me, at the Ad Council, we work on a donating media model, so what has enabled us at the Ad Council to really embrace new media and get where we are today is the large media commitments that we get from the media community upfront in the beginning of the year that enables us to take our campaigns and do media planning around those, online media planning. It's not just the wish list; it's "Here's where we can put you. This is what we can get. This is where your ads will run." One thing that I have noticed in the last 10 years of working in interactive is until broadband has reached what is has today, which is about 60- to 68-percent, penetration, we never really had the emotion online that you had online with a television or a 30-second spot. That now is beginning to change because broadband is there. As you saw on Joe's last slide, that is very compelling; it's very emotional. When you're dealing with public service announcement and you're trying to change people's behavior that is an important

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

ingredient. I think that going forward that is going to be a very big play for online and new technology.

VICKY RIDEOUT, M.A.: At the Ad Council over decades you've had to nurture and develop and cultivate relationships with the television stations, the networks, and the TV-based ad agencies. Have you had to start over X number of years ago with developing a whole new set of relationships with the phone companies and the video game producers and all of that?

BARBARA SHIMAITIS: Correct; that's exactly what has happened over the last X amount of years. We have large commitments from all of the major online players, AOL through Time-Warner, MSN, Yahoo, and Google have all been very supportive of the Ad Council. We also now have a new campaign with the Wireless Foundation, so that has helped us with mobile marketing. It's an ongoing effort that we are continually reaching out the community for.

VICKY RIDEOUT, M.A.: I wanted to talk for a second about one of the campaigns, FightManicAnism.com, which we talked a little bit about in the case studies. It's the Federal Voting Assistance Program and the Ad Council to get people to get involved in their community. Can you tell us a little bit about the campaign and how you decided on what new media you've used and how that has worked out?

BARBARA SHIMAITIS: Well, it was Federal Voting Assistance Program, as you said, and it's a long-standing Ad

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

Council campaign and this was the first year that we decided to continue the campaign in an off-year election. It was to promote 18- to 24-year-olds to become civically engaged and try to make them understand that it's just not going out and voting in your Presidential Elections, but it's a continual thing to get involved locally, to get involved in your State Election and just in all issues. That will translate to people in that age group going to the polls and voting. AOL, through our Time-Warner commitment, offered us a rich media campaign, and it ran, they developed it through their 360 creative, they took and met with Wes Wayne, which is the agency that created the TV ads and the radio and the outdoor. They talked to Wes Wayne at length and developed a strategy for online, executed on that strategy. We ended up with a rich media campaign similar to what you do for a traditional campaign, but this ran online. It involved all the AOL passion point spots such as the music, the video, entertainment areas; it involved their IM screen, the AOL home page, and it gave us an opportunity for the first time at the Ad Council to reach very broadly into that space and to see and to hit that target right on through the AIM and all the passion point spots.

VICKY RIDEOUT, M.A.: And you also have as part of that, what we were just talking about, like the user-generated content and so on, like people can submit digital mini films and stuff like that?

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

BARBARA SHIMAITIS: Right, they could submit video; they could submit mini films. In the actual banner itself, they were able to sign up for text messaging if they wanted it; they could sign up for an email list within the banner, without even having to go into the site. Through a partnership with Unicast, we were able to capture that information on the back end. So you didn't have to go to the site and register at the site; you could do it within the rich media banner, which is why you need a third partner when you're creating any kind of rich media where you're collecting data within the ads.

VICKY RIDEOUT, M.A.: How have your consumers responded to that? Do you get a lot of user-generated content submitted; are people signing up for the cell phone stuff?

BARBARA SHIMAITIS: During the AOL campaign, the cell phone signup usage increased about 60-percent, so for us it was a huge bang. I think we went from 3000 to 4500 in that one span of time, that six-week period, that the AOL campaign ran. So advertising works; there's no two ways about it.

VICKY RIDEOUT, M.A.: Kristi, how do you feel about the relative importance of these new media online, interactive media and so on, versus the traditional media; is the shift being blown out of proportion, or do you think it's really someplace that we need to be?

KRISTI ROWE: I think it's someplace that we need to be. I don't think it's necessarily blown out of proportion. I

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

think it's just so interesting that there are so many different vehicles that are out there, as Joe was talking about earlier, and a lot of it, we're just not sure of. A lot of marketers are so trained in traditional advertising and reach and frequency and impressions and all those numbers, that when you have all these new vehicles, it's slightly overwhelming. But at the same time, that is the future where we're going. I don't think it's in place of the "traditional advertising," particularly in dealing with public service advertising. When you have serious issues like drugs or teen pregnancy, there is a lot to cover and you need a decent amount of time to discuss that. For example, in the Above the Influence campaign that we've been doing, that is a paid media campaign, so it is slightly different from the pro bono efforts that we do at Partnership as well. But we still have about 65-percent that is against television; whereas, 15-percent is in interactive. The 15-percent though is double from where we were last year. So you are seeing that there is a ground swell; there is an increase. You need to be there, particularly as we're dealing with teens. Our target audience is 14, and so they are using this technology and we need to be there. But you just need to be cognizant of how they're using it. You don't want to be there, this is what we were talking about upstairs before, just for the sake of being there, that you can check that box and say, "Yep, we've got text messaging." That's not going to get

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

you anywhere. It's call interactive for a reason. There's a dialog that happens, an interaction that happens. And that's really engaging and that's really wonderful that we have that opportunity to do that now; we've never had that before. We've just kind of blasted them with messages on TV and you never had a chance to hear back from them. But with that you need to be prepared that once you get into this forum, you need to be ready to serve it properly and to have the people power to be able to hear the responses back from them and sometimes that takes some guys, too, because you're not quite sure what they're going to say to you. To your point, you need to take the bad with the good that you're going to get.

VICKY RIDEOUT, M.A.: Do you get a lot of feedback from your—

KRISTI ROWE: You can get an incredible amount of feedback, so it's still fairly new, but we have lots of interactive advertising that links back to specific pages within our web site. The whole idea about Above the Influence is living above the influence and challenging influences in our lives, and so we have a section on there, there's Mobile Expressions MOX, and it's a chance for teens to take little video clips, things on their cell phones, take pictures of the positive and the negative influences in their lives and submit them to us. So it's a way for us to get them to keep coming back to see if they're [inaudible]. There's also an

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

opportunity for them to take things that we have online like the arrow, the symbol icons and put it on their own personal web pages, their own blogs. So we are getting a lot of—they're taking stuff from us and personalizing it for themselves, but then they're also submitting things to us. So far I think we're at over 5500 responses back to us through various other things called Show of Hands, different polls that we have. So far it's been pretty exciting, the responses that we've seen.

VICKY RIDEOUT, M.A.: Some of the things that you have online are things like what I was talking about in my remarks, something that goes with your buddy icon or your away message on your IM and stuff like that. Is that proving popular with your users?

KRISTI ROWE: So far, absolutely. We have a whole section where you can take that, where you can pull icons and wallpaper off and personalize your own pages. Thus far, it's all anecdotal through what they're submitting to us on their own, but so far, we've had a really good response.

VICKY RIDEOUT, M.A.: Now one of the things that you were just alluding to in your remarks is that some of this interactive advertising is so brief, or it's just putting the icon on your web site or whatever. We have a much harder message to communicate usually in trying to convince a young person the stay Above the Influence is harder than to buy a Double Whopper at Burger King. So do you find it a limitation

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

of these new media that they're sometimes too short? That cell phones ads might not really work for this type of message that we have to communicate?

KRISTI ROWE: I think it's a way for you to gain interest in your mission and to get them to come to this site where a lot of this information lives. So it's kind of a conduit to get them to this destination where they can then have a brand experience, if you will, to use kind of traditional marketing language, so that you have a forum for them through your web site for them to interact with you and engage with you, to really walk into the brand, if you will. Once they then buy into your brand, then they go and they choose, "I believe in this. Let me take an icon. Now how can I personalize this? How can I take this message, this philosophy and make it my own?"

VICKY RIDEOUT, M.A.: So that invests them more, and it also communicates to social marketing.

KRISTI ROWE: Exactly. So they're internalizing the message in a different way and personalizing it, which a Sprite would wish to have people doing that.

VICKY RIDEOUT, M.A.: Right. I guess one question, and I will turn to people in the audience for their questions, but for any of you here, somebody was asking me earlier, "How does an organization decide if a particular new media tool is appropriate for them or not; and if they do want to pursue it,

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

how do they go about getting started?" Anybody want to take that?

BARBARA SHIMAITIS: I think you have to look at the whole picture; you have to look at it from a wholistic point of view and not from down here. You have to start up here with your message and decide how you want to disseminate that or help to push/pull that message back and forth with the consumer.

KRISTI ROWE: You to decide what your message is; what are we trying to get them to think, do, or believe? And then you find the right technology and the right media vehicles to get that message out there. So it's not like you're just going to say, "Okay, no we're going to..." because teens use blogs and cell phones and this and that; we're going to check all of those boxes. If it doesn't make sense for what you're trying to do or what you're trying communicate--[interposing]

JOSEPH JAFFE: We were talking about teen pregnancy earlier upstairs, and we were saying that it's kind of when you're in the moment and locked in the bathroom, that's not the time that you want to start ironing and [inaudible] people. It's too late. And the thing is that just because the incidences and the usages are there, it doesn't necessarily make it the right choice. So I don't even think it's the what, it the when. And it's also when those discussion and conversations happen. And I think it does come back to number

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

one, how our budget is allocated, and number two, who is sitting around the table and at what level of conversation, how far upstream are you in that process? Otherwise, you're just competing for scraps. I think that when that happens, it is way too late in the game to really have that richness and that activation.

KRISTI ROWE: You can see the marketing brief written, "Hit them at the time when they have to make the choice on whether or not they're going to have sex and engage with a boy or a girl." And because they have their cell phones on with them and they're in the bathroom at the moment, that doesn't make sense. I guess you could write a strategy like that, but think about it. You have to think about the practicality of it and what really makes sense and to not be insulting.

VICKY RIDEOUT, M.A.: I think about the GPS, like if it knew I was near the cookie earlier outside, it could say, "Hey, I know you're near that cookie. Don't eat it. I know you're near the Ben & Jerry's. Don't go in. There's a gym a block-and-a-half away."

BARBARA SHIMAITIS: I think it's also a mixture of messages; it's not just one medium. When you look at some of the research that's out now, it says that in 2005, I think, 5- or 6-percent of major advertisers' budgets went online; I'm sure that's going to go up. But it's still only 5- or 6-percent; hopefully, maybe next year it'll be 10-percent.

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

That's what I wish, but that's my world. So when you say 15, that's great, but you have to look across the board of how you're reaching that audience across all medium. It's just not one medium.

JOSEPH JAFFE: But you know, there is one word that I think unites all the media, and that gives us truly an apples to apples comparison, and that is time, time spent. And I think the problem with time spent is that we look and I'm sure you know this as well, people say, "Well, people are spending 15-percent of their time online, but they're only being chased by 5-percent of the [inaudible]." That's one way to look at it, but the other one is thinking about the potential; think about the maximum amount of time that a consumer voluntarily would choose to spend with you, and that's the moment of truth. So Vicki, to your point, even if it is a banner or button or a text, where they end up is on the site. And at that site, Subservient Chicken, does anyone want to take a guess on the average amount spent on Subservient Chicken was? It was 7.5 minutes; that's 15 30-second spots for anyone keeping count. Seven-and-a-half minutes voluntarily, which there is something about our society, voluntarily spent on Subservient Chicken; that's engagement.

VICKY RIDEOUT, M.A.: But do you think that that did anything to promote Burger King?

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

JOSEPH JAFFE: Anecdotally, sales came in that same store chicken/burger/salad sales were up 9-percent week after week, for about eight or nine weeks after that campaign broke. But you know, a *Wall Street Journal* reporter asked me that question, and I said, "I think that's the wrong question as to whether it sold chicken burgers." I think the right question is does Burger King sell chicken burgers? If you think about it, because a lot of you are in the behavior changing game, do you think about Burger King differently now? Do you know what Wendy's stands for since Dave passed away? I don't. Do you know what Burger King stands for? Absolutely. I think slowly but surely it's helped change perceptions about Burger King as a fun place to go to, to visit, and to buy from.

VICKY RIDEOUT, M.A.: What do you guys think about the clutter issue? We talk about clutter on television; there are increasing numbers of minutes of ads on TV. Then we have spam in our email, and now we're going to be apparently getting ads on our cell phones and text messages, and there are pop-ups and pop-unders and every other thing. Are we in danger of annoying people too much, just in more ways than we've had available to annoy them in the past? [Laughter]

KRISTI ROWE: I think if it's not done well, and that's a very subjective statement because, of course, we all strive to do things that are really great, so you would never do something that's sub-par. But I think if you engage them in a

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

way that's interesting, that's fun, that's appropriate and, again, it just depends on what your target is as well, what you're going to send to a teen and how they want to be engaged is very different from how we would speak to parents for the pro bono side of what we do. It's going to be a very different type of message that we would put out there.

JOSEPH JAFFE: There's one problem, and I often have creative directors say this, they say, "It's not advertising that's the problem; it's bad advertising." But the problem is that if a tree falls in a forest and no one's there to see it, it doesn't make a sound. I don't know that consumers are waiting around, giving us the opportunity for us to make a bad first impression. They're not waiting for three or four ads deep into the punch to say, "Ah-ha! Finally an ad that's actually relevant to me and engaging and entertaining." That's the danger right now, which is the danger of consumers saying that all of this stuff is just irrelevant and I can't make heads or tails now as to what is relevant and what is not. I'll give you an example, just completely away from the conversation. Heather and Janelle are two teenage girls; they're probably about 14 or 15 years old. They have a podcast, and that podcast is sponsored by Johnson & Johnson. So the web site is actually known as download.acuvue.com. They're these two teenage girls every week just talking about whatever is relevant in their lives, boys and stuff. Honestly,

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

I have 4-year-old daughter and I'm on the floor in paranoia and fear [laughter] after listening to 10 minutes of this broadcast. [Laughter] It's real and it's authentic. I love your example with the mobile phones because you've got an army; you've got your own network in a way of consumers going around and saying "positive influence, negative influence" and capturing that and bringing it back to the [interposing]. The question is, I guess, what are you doing with that? In the podcast example of Heather and Janelle, you've got this amazing opportunity now to talk to this small, but growing, group of loyal consumers every week. The question is what do you do with it?

KRISTI ROWE: I think it's different in that Johnson & Johnson is selling a product, and what we're doing with drugs is we're trying to un-sell drugs. So we are bringing them back to our site. Because it is supported by the Office of National Drug Control Policy, there are some rules and restrictions to what we can do with the stuff that is submitted to us. So unfortunately, sometimes we don't have as much flexibility as traditional marketers do. What we try to do is make teens feel like AboveTheInfluence.com is a place for them; it's their own space kind of like MySpace.com. That way when they're submitting the messages, they're going to come back and see if their message was posted online, if their picture or video was

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

up there. So unfortunately, I think it's not as exciting as what I think the opportunity would be with Johnson & Johnson.

BARBARA SHIMAITIS: I think also it's going to be what the consumer is going to tolerate, as far as the advertising goes. If they're going to see some value from it, such as instead of a subscription-paid content delivery to me, will I tolerate a bumper ad or a [inaudible] or one of those? I think in those circumstances, yeah, a consumer is going to tolerate a couple of ads, just as you do on television. Would you be willing to tolerate 10 minutes worth of ads or television spots if your cable bill was going to go down \$50 a month? I think a lot of people would probably do that. [Laughter]

VICKY RIDEOUT, M.A.: Question? Hang on; you're going to get a mike so that everybody can hear you.

FEMALE SPEAKER: I just wanted to comment that even the traditional advertising niche of television advertising of 30- and 60-minute spots are having to be so creative to maintain one's interest, because with TiVo and other things like that, I don't watch commercials anymore. But it's funny because something will come up in a conversation with somebody and they'll say, "Oh, that reminds me of such-and-such commercial." And I have no talking about. It almost kind of makes me want to watch commercials to be a little bit more cludient [ph] of what's happening, but it never used to be that way. Commercials were never that engaging. So it really raised the

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

bar in terms of creativity to kind of hold on to that market when people have the option of opting in or opting out. It's hard to imagine opting in to see commercials, but people I know are doing that.

VICKY RIDEOUT, M.A.: What is interesting to me is that there are on 4.5 million TiVo users in the country. For all of the talk about TiVo meaning the end of the 30-second tv spot, it really is not very widespread yet.

JOSEPH JAFFE: Do you know that NBC actually just released some research, and I still can't believe they actually admitted this, but they actually demonstrated that commercial effectiveness was less in homes without DVRs than in homes with DVRs. So in other words, what they did is essentially, unbeknownst to them at the time, admitted the fact that people have been skipping commercials since probably 1955, which was when the remote control was introduced. [Laughter] It does come back to the metrics and the data. As a marketer, I'm only going to stop paying for what I get. At the very minimum, I'm only pay for the ads that are seen. At a maximum, I'm only going to pay for the ads that are actually acted on. So the economics as well as the dynamics of the model are changing.

VICKY RIDEOUT, M.A.: I think we had a question over here.

FEMALE SPEAKER: While I recognize that a lot of the social marketing is done toward you, it is the children who are

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

really savvy in these new media technologies. What is the response that you guys would think about marketing to adults my parents' age who may not have the skills, the understanding, or even be on the internet for very long periods of time, or do their shopping or actually spend time there. How would you integrate those tools, and how would change your marketing plan for an adult population?

BARBARA SHIMAITIS: I think I'm probably as old as your mom and dad [laughter] and I'm online. I don't think that that should be a barrier. I think that right now the internet is in 75-percent of homes and broadband is at about 65-percent in-home use. So it's there, and I think that if it's an adult population and they are a consumer, they are online. I don't think you really have to change. You may have to change the types of sites you're going to advertise on or the types of messaging or promotion that you're going to use, but they are there.

VICKY RIDEOUT, M.A.: I think a lot of us in the room probably have Trios or Blackberries. I think NBC just paid a bundle for iVillage, which is a social networking site.

JOSEPH JAFFE: The biggest segment of game players or the biggest demographic segment of people who are playing games online are 35 to 49-year-old females. So the fastest growing demographic online is the mature segment as well. I think that there is a lot of data out there, and there is a lot of

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

confusion as to the size and the growth of these different markets, but there is no question that the adult population, while they may not be as experienced as the young ones, is catching up very, very quickly.

VICKY RIDEOUT, M.A.: You're talking about the casual, online gamer, right, which is largely female? I think this is probably surprising to some people.

JOSEPH JAFFE: Even Daimler-Chrysler did a whole [inaudible] and again, females 40+ were the biggest segment, which surprised them; they had clue that that ever happened.

VICKY RIDEOUT, M.A.: I've got a question here and then we'll go over here.

MALE SPEAKER: I just want to challenge one of the assumptions we made earlier. Those of us in the social marketing area, frankly we were trying to do a 30-second spot, and in that world we have a very hard time competing with our message. Long-term care is not something people want to hear about, but in reading your book and hearing the comments today, I got excited, because as we move to consumer-generated, more organic, more relevant to people's lives, I feel that it gets easier for us. And frankly, I can see the messages in getting consumer-directed content from people about their lives and caregiving, than I can for McDonald's to do it over a Whopper. I know they do, and the Converse ad was great, but for those of you who know and talk about long-term care, you know that

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

people's reaction is visceral and immediate and they want to offer immediately. So in a way, I was feeling as though the media opportunities really give us an advantage over, let's say McDonalds, which we didn't have in the world of the 30-second spot; in other words, it's really hard for us in a push setting to make that attractive and compare with all the stuff that the commercial players were doing.

VICKY RIDEOUT, M.A.: Right, and even for things like long-term care or Medicare Prescription Drug Coverage Choices, you're often talking to the 50-year-old children of the senior citizens, rather than to the 75-year-old woman herself. Anybody want to react to that?

BARBARA SHIMAITIS: I think you're absolutely right. There is a wealth of information on the web for all these things, and it's the perfect place for you to go. It's where people are going to go first to get that kind of information.

KRISTI ROWE: I think what's also exciting about it too is, as much as everyone says, "Oh, the media world is becoming fragmented; it's so splintered and there are so many avenues and so many vehicles," is that for what we need to do for public service, it's a benefit for us because you don't have to play wit the big boys and compete with McDonald's, who is trying to reach the masses; you can go very specific and very targeted in terms of who you're talking to and who is going to

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

open to your communication. I think it can be served up as an opportunity.

JOSEPH JAFFE: And I almost say that there's been a leveling of the field, like with Google where basically BMW was thrown out of Google in Europe, because they were trying to doctor their rankings. Google does not discriminate; they kind of hate everyone equally I guess. [Laughter] But I mean, your point is taken. I think what it comes down to is a whole mindset shift, in terms of how we do our business. Are we trying to reach the most people, or are we trying to reach the right people? I used the example earlier upstairs where for a movie to be a hit, it needs about \$28 give or take a million on opening weekend, in terms of box office receipts. I can do the math and show you that that rarely means reaching and connecting and effecting with 150,000 people; that's all it takes is 150,000 people to create a hit movie. Now I can do more and I can help you reach 150,000 people, 28 million, or 55 million, or paying \$700,000 for a 30-second spot on *American Idol*, which is being reached or reaching the most resistant and reticent and savvy audience and the most media-resistant audience ever; that's a lot harder for me to do because the creative product not only has to be so superior, but it also, unfortunately, has to rely on the lead-in and lead-out and everything around it as well to propel it front and center. That is almost like game of Russian roulette.

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

VICKY RIDEOUT, M.A.: It's moving public service from television broadcasting to the wide audience, to more of a narrow casting where we will be more finely targeting our audience.

BARBARA SHIMAITIS: If you provide relevant content about your content and serve that out there, that's very, very valuable to the consumer.

FEMALE SPEAKER: Hi, I have very practical question. I agree that it is for us to decide if we should go for online, interactive advertising, content and audience; it's pretty difficult. One of the important things for us, in the non-profit world is often our budget. So my question is, if you have an [inaudible], what is the difference between doing traditional PDAs for traditional media and those online, interactive alternatives?

KRISTI ROWE: From a development standpoint?

FEMALE SPEAKER: Yes, yes.

KRISTI ROWE: The pro bono model that we use at Partnership, there is really no difference because we recruit advertising agencies to do the work pro bono. So I don't know if I could really answer that question, because it's just going to a different type of agency that would develop the interactive advertising versus the more traditional advertising agency who would develop the television and radio spots. What we found is when we're recruiting new agencies, they're so

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

excited about the fact that we have a web site, we have other things and we're interested in interactive advertising, so that they come to us with a full kind of presentation of a campaign that involves television, radio, and interactive. In terms of budgets, I don't know if I could really answer that.

BARBARA SHIMAITIS: I think that's a hard question to answer because you can develop a campaign, a traditional advertising campaign, that may have an interactive component to it, meaning an animated .gif banner or a flash banner, but you can go the next step higher and create, if it's a donated media model, such as the Ad Council, if I can secure the media placement for it, than I can go to the next level and develop an online campaign. Meaning that we would use rich media; we would use creative units that the user would interact with, which would collect data that would enable them to sign up for whatever the giveaway was, and then we would have a back end to that. That can be costly, but you have to look and see what your objective is; the objective is the most important thing. Maybe it is worth it to do an online campaign that involves that type of placement versus a 30-second; I don't know. But you have to look at what your message is and who your audience is.

JOSEPH JAFFE: And it also is important to differentiate between paid media and non-paid media. Because non-paid media, like it sounds, is pretty cheap when you think

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

about social media. But it's more than that. I would also advise that you re-think the web site. The web site is the Grand Central Station. The trains are coming in, the trains are going out. It will act as a kind of central clearing house or repository for all of your media: television, radio, print, ER, buzz, or whatever the case may be. And that web site is where you can tell your story. We mentioned earlier that we don't have enough time to tell a compelling story in 30 seconds; absolutely. But on your web site, you can tell a story for as long as a consumer will let you tell your story, and that changes everything.

FEMALE SPEAKER: When you said that you're not going to traditional ad agencies anymore, do you find that true? [Interposing] Are you just going to interactive ones, or do you feel like the traditional ones picked up and [inaudible], on your whole campaign?

VICKY RIDEOUT, M.A.: I think it's really a combination of the two. I think definitely the more traditional agencies have recognized many years ago that they really needed to have interactive departments. So they serve campaigns that are multi-faceted, which have traditional as well as non-traditional media.

FEMALE SPEAKER: And then when you go to them, I know we've been talking about not going down the checklist, but I think it is hard still for some of us who aren't completely up-

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

to-speed. We feel like we have to be blogging, we have to be [inaudible], we've got to be [inaudible]. If you don't know about them as much, it's hard to figure out the difference between actual or not going by your checklist. When you sit down at your agencies, are they kind of helping you with a roadmap to figure that out? Or have you brought someone on to help you do that? How are you navigating all of these different avenues and figuring out the best way? I know you said that you need to know your message, but once you know that and you know that you want to reach young people, like you said, and you know that they're doing all of these things, and you look at the numbers, and let's say they're all sort of even, and you have a limited budget; I'm still a little overwhelmed right now by where to go and where to begin.

KRISTI ROWE: Well, the way that we do it with Above the Influence is that really the message is that we do a partnership, a youth campaign, or the media campaign, which is the Above the Influence. I have kind of checked our box for you on the stuff that we do for the rest of the Partnership messages, which is methamphetamine, inhalents, the rise of prescription and over-the-counter drugs, which is terrifying; these are more targeted towards parents. So to answer your question of what we're doing, that's kind of what we were talking about a little bit earlier. We have our web site; we have interactive advertising that is linking to specific pages

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

on our web site. We are giving teens the opportunity to kind of talk back to us. We're talking at them with our ads, but then they're also talking back to us. And P.S., when they're giving feedback to us, they're also talking about how great our 30-second ads are too. So you're still getting kind of real-time, anecdotal response to what you have out there in the broader campaign.

VICKY RIDEOUT, M.A.: I'm going to do a couple more questions over here.

FEMALE SPEAKER: Hi, my question is about multi-cultural marketing. We recognize that disparities continue to exist in the use of technology. So I wanted to ask the panel if you have any examples or case studies that you can briefly discuss that would describe whether interactive media was as effective, or even more effective with multi-cultural populations that with the general market?

BARBARA SHIMAITIS: I don't have any example where it would be more effective; I do have examples where it is as effective. One is our High School Dropout Prevention campaign; we went to both a Spanish language site and an English site. In the resource section for parents, the Spanish received more interaction and more downloads than the English. We have ads that run in both markets. We get great support from Hispanic-targeted web site and portals and major players, and they've

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

been going great. I can't say they do better; we don't compare it that way. But it definitely is about the same.

VICKY RIDEOUT, M.A.: Over here?

FEMALE SPEAKER: My organization has a web site that targets the parents of young children to talk about children's mental health. It seems like we're sort of putting the chicken before the egg. How do I let people know that this web site actually exists on a very small marketing budget? Do you do traditional press releases and that kind of thing? Do you have any suggestions for that?

KRISTI ROWE: I would say yes, I think press releases are good. I think also [inaudible]. To get them to go to your web site, it's more for the 30-second spot. So I would say a combination.

JOSEPH JAFFE: Out of all of those ten approaches, search is going to be your savior. You can, of course, also query how many people are actually, right now, searching for key words that are absolutely, 100-percent bullseye for you. The other part of it, as well as optimizing your site, through the blogosphere you have the ability to start creating content that starts to index and pushes your site higher up the rankings. Talking about your question over there about generalists and specialists; interactive agencies aren't even specialist anymore. Now there are search specialists, search engine optimization companies. Interactive agencies have found

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

that everything that they're being charged with is too kind of far reaching.

FEMALE SPEAKER: Also try going to other sites or contacting other sites that have similar interests that you can link back and forth to. Google also has a program called Google Grants on their web site. It's to help our non-profits. [Inaudible] Many companies have thrown [inaudible] and they'll have things on their own portal where they can click through [inaudible].

BARBARA SHIMAITIS: You could get listed as a resource in some of these areas.

VICKY RIDEOUT, M.A.: Wendy?

WENDY: Perhaps my question is for Joe. Can you talk a little bit, from a non-profit's perspective, about developing partnerships with corporation. Bono's product Red is an example of this where they actually went into it with the idea of enhancing the corporation's bottom line as well. There are limitations, with all due respect and not to criticize any one group, but the PDFA's work with the White House on the Anti-Drug Media Campaign is supported with taxpayer dollars. So not every non-profit has a large budget. Ad Council campaigns are limited in scope; they may run three years. What happens after that if you can't afford to get through the door? What about these partnerships where if you are Habitat for Humanity, you approach Whirlpool and you develop a very nice relationship

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

that goes on over 10 years; or if you're a Kaboom, which is a Washington DC-based group that builds playgrounds and you hook up with a Home Depot? Your cause fits very nicely with the corporation's goals and enhanced their bottom line as well. Shouldn't non-profits be thinking beyond some of the more traditional ways of doing campaigns to get their messages out, and maybe thinking about cause marketing partnerships?

JOSEPH JAFFE: Absolutely yes; not even just yes, absolutely yes. That is why I showed Red. The other one, which really is not profound at all, Staples in their 30-second spot they [inaudible]. That was easy. I realized that they were selling them on their site. Someone alerted me to that and I was about to launch them out of the blogosphere. Like you guys have been drinking your Kool-Aid for way too long trying to sell the button now. And then I looked at the bottom where the proceeds were going to the Boys and Girls Club of America. In one fell swoop I said, "Well done guys. You got it. You understand. You actually were able to take something from even your assets and ignite and do something worth it." So the answer to your question is absolutely. I think it does require widening your scope and recognizing that brands right now are desperate to find a cause. I mean, I give that [inaudible] to brand marketers, and now I'm showing the other side. So all I can do now is connect the dots. [Interposing] It would be wonderful to do, because I think the whole point is

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

that as long as the intentions are genuine and authentic, and there isn't too much grate, I think absolutely; not only can it work, but it can present a win/win for both sides, for non-profit, for corporation, and for consumer as well.

VICKY RIDEOUT, M.A.: There are a lot more questions. Back in the corner there you've been waiting and I know we're running a little bit over here.

MALE SPEAKER: Joe, you talked about the authenticity of messaging and consumer-driven messaging. I think the advertising itself, the business itself, is going to have to change in order to address that, frankly. We're talking about the difference between Latino populations, the African-American population; candidly, if you're going to develop authenticity of messaging, those populations have to participate in the business themselves. African-American, Hispanic agencies have to get more business and then have to participate more in the mainstream advertising agencies as well.

JOSEPH JAFFE: Again, I would agree. I think that ultimately it comes down to seeing advertising, whether it's all the small print or the fast-talking disclaimers at the end of the commercial, or just seeing people in the commercial who are not representative of reality. That is creating disconnects and consumers are just getting less and less patient now and are not tolerating those kinds disconnects. That's going to be bad for business.

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.

VICKY RIDEOUT, M.A.: I know there are a lot more questions out there, but we are running a bit over, so I'm going to bring the formal discussion to a close, but we will all be up here so come up and talk to us individually.

I want to say that this lunch is part of a series of luncheons that the Kaiser Foundation is hosting on public service advertising. Next up is a session five weeks from now on April 27 and we're going to have a panel of folks who have recently completed major research evaluations of public service campaigns. They're going to come and present the results of their research and take your questions. Please check you're email; within the next few weeks, you'll be getting a reminder and an invitation to that as well. You can sign up for Joe Jaffe's blog on your way out at the desk if you would like to. Also, this event, for anybody who wants to check it out again or if you want to share it with any of your colleagues, it is being webcast. You can find the whole event online at www.kff.org later this afternoon.

Thank you all so much for coming. Thank you to Barbara Shimaitis, Krisi Rowe, and especially Joe Jaffe for your keynote presentation. Thank you all so much. [Applause]

[END RECORDING]

¹ kaisernetwork.org makes every effort to ensure the accuracy of written transcripts, but due to the nature of transcribing recorded material and the deadlines involved, they may contain errors or incomplete content. We apologize for any inaccuracies.