

The Bottom Line

INSIDE:

**MARKETING IN A
BEAR ECONOMY**

**CORPORATE SOCIAL
RESPONSIBILITY**

AGENCY HIGHLIGHTS

**JERICO SENIOR MANAGEMENT:
OVER 125 COLLECTIVE YEARS
OF PUBLIC RELATIONS EXPERIENCE**

A Newsletter by Jericho Communications Inc., Fall 2002

“ BEAR WITH US

So you're sitting at your desk watching the Dow bounce up and down like a super ball shot out of a cannon. In times like this sales are slow, tensions are high, mistakes are fatal, and marketing options seem limited.

The good news is that situations like these often force your hand to re-evaluate, re-strategize, and re-dedicate your efforts so that you can prosper in good times and bad. It has long been believed that the first step in bear marketing is to bring your efforts as close to the product or service that you're selling as possible, bringing dollars away from branding initiatives and toward promotions, events and price-point incentives. The rationale here is to achieve sales fast and keep them going, allowing you to keep gas in the car, and prevent a breakdown.

But don't make the mistake of thinking that your brand should go unattended in a rough period. Difficult economies bring out emotions, and emotional states are fertile ground for branding. So the question becomes, how do you afford both a promotional driven sales initiative and a branding initiative?

In the July 15th issue of AdAge, marketing guru Al Ries favors the use of public relations for branding. While the title of Ries' new book, "The Fall Of Advertising and the Rise of PR" is a little strong, even for us, the overall point that public relations is more powerful at building the emotional tie between producer and user than advertising is right on the money. And this couldn't be more true in these times.

Public relations starts with trust and works its way back towards sales, much as branding does. Advertising starts with its sales message and then leaves trust to happen on its own. Today, when we buy stock, products or services we are buying many things - the company, the CEO, the board of directors. We must sell confidence in all of these aspects of our businesses, and when done through public relations, you are left with the resources to drive immediate sales through other marketing venues at the same time.

One way to ensure that you get part of your target's spending dollars in tough times is to communicate pertinence to each target group. Replace broad campaigns that speak to everyone with a series of smaller, targeted campaigns. While this sounds costly, when performed through public relations it is far more cost effective.

Another reason public relations is so powerful in the face of a doubting market is that people don't want to be told something - they want to be shown it, actually see it for themselves and make their own decision. When it is done correctly, public relations demonstrates key messages, unlike advertising that states them.

But if public relations is going to take more of the burden it must maximize its capabilities. Basic announcements will not butter the biscuit. Creativity, the ability to secure media on a constant basis, and the power to manipulate the emotions that lead to purchase is key.

*Jonathan Sawyer
Co-founding Partner
Creative Director*

Corporate Social Responsibility- What Do CEOs Think?

Over the last few decades, a variety of factors have contributed to the concept of corporate social responsibility (CSR), including globalization, consumer and investor interest, and the rise of the environmental movement. In today's political, social and business landscape, interest in CSR has grown even more. We recently conducted a survey of 264 Fortune 1000 CEOs on the issue. Among our findings:

36% said their company is more conscious of corporate social responsibility since September 11, 2001.

42% said their company's responsibility for communities around the world is equal to their company's responsibility to communities in the United States.

52% think that corporations acting responsibly to communities around the world can ebb the support of terrorist groups.

82% believe in global warming.

24% said business practices have had a major impact on global warming, while 48% feel that business practices have had some impact.

76% are more likely to invest their personal finances in a company that practices CSR.

64% think the media has been fair in its coverage of company's responsibilities to communities around the world, while 21% said the media has been too harsh. 9% said the media has been too lenient. A complete copy of the survey is available on our web site at: www.jerichopr.com.

WHAT WE'VE BEEN UP TO



IKEA PS COLLECTION 2002 LAUNCH

The launch of the third edition of the **IKEA PS** Collection at the Puck Building was a tremendous success, with more than 250 attendees including journalists, designers, industry influencers, and directors at design schools and museums. Media coverage continues to pour in and has reached more than 300 million media impressions including The Today Show, The Early Show, The New York Times, The New York Times Magazine, Elle Décor, House Beautiful, ID Magazine, New York Daily News, Lucky, Time, House & Garden and New York Magazine.

IT'S TEA TIME FOR AMERICA

For **The Hain Celestial Group**, Jericho helped introduce a new product from Celestial Seasonings called "Tea for America." 100% of the profits of the product, which features unique "Americana"-style packaging and inspiring quotes from Franklin D. Roosevelt, John F. Kennedy and Frances E. W. Harper, are being donated to the American Red Cross. Jericho generated 148 media placements for the campaign, including the Associated Press, Newsday, The Detroit Free Press, and many other newspapers, radio stations and Internet sites throughout the country.

JERICHO'S VIDEO PRODUCTION TEAM BRIGHTENS "BIG BLUE'S" IMAGE

Daniel Teboul, Executive Producer of Jericho Video Productions, and his team have been jetting to Europe and back – and back again to shoot a suite of videos for **IBM Financial Services Sector**. This is the IBM group that targets financial services companies (insurance and securities organizations). Besides London and Berlin locations, the team has been shooting at IBM offices and client sites in the U.S. These videos are presented to potential clients and at industry trade shows with the goal of bringing aboard IBM systems, software and expertise. Jericho Video Productions provides wide-ranging creative services, including script writing, interviews, casting, coaching, location scouting and filming, editing and distribution of the final production via on-line, CD, DVD and VHS. Call today for a sample reel – and let the team loose for your next video project.

JERICHO DELIVERS RESULTS TO DOMINO'S PIZZA

Domino's Pizza turned to Jericho to promote the pizza chain's 19th, and final, "World's Fastest Pizza Maker" competition. Jericho's media strategy and execution resulted in national segments on NBC's Today Show, the CBS Early Show, ABC's Nightline, as well as articles in Newsweek, U.S. News & World Report, the Washington Post, the Washington Times, and many other local television and radio stations.

JERICHO, H&M AND CHRISTY TURLINGTON GO FOR A SWIM

Jericho led the media initiative that supported the launch of **H&M's** swimwear advertising campaign featuring model Christy Turlington. Swiss photographer Raymond Meier, who works with many top fashion magazines such as Vogue and W, shot the ads on the black lava beaches of Hawaii. Besides publicizing the advertising campaign, Jericho spearheaded the summer product placement campaign, successfully securing exposure in consumer print and broadcast media, including ABC's national talk show The View, as well as local market coverage with Fox Philadelphia, New York WB 11, and print outlets such as NJ Savvy Living, TimeOut New York, New York Daily News and The Bergen Record.

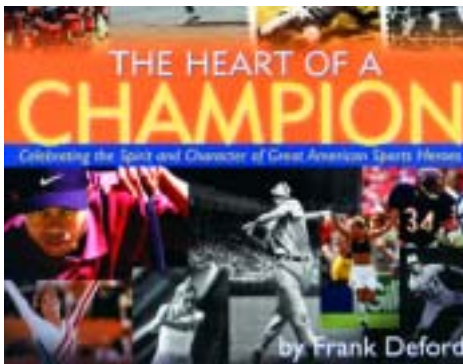


Publishing

Jericho has a long history of working with authors on book projects. More and more literary stars seem to find a home for publicity at Jericho, including New York Times bestselling author Robert K. Tanenbaum, whose legal thrillers are always in demand, including his latest--**ABSOLUTE RAGE**. Forty years after writing about girls sharing apartments in Manhattan for the very first issue of New York Magazine, Rona Jaffe (Class Reunion) draws on that piece for her latest novel, **THE ROOM-MATING SEASON**.

At Jericho, cookbooks are a specialty and this year is no different with **MORE-LOW CARB MEALS IN MINUTES**, the sequel to Linda Gassenheimer's bestseller, a five-time #1 bestseller on Amazon.com.

Jericho's association with Maryann Palumbo Marketing Concepts has resulted in such high profile campaigns as **WINNIE THE POOH'S 75TH ANNIVERSARY**, celebrated this past year with a great wave of publicity on TV, radio and in print. Judy Blume, one of the world's most admired children's books authors, celebrates the 30 anniversary of her highly successful "Fudge" series with her latest--**DOUBLE FUDGE**. Frank



Deford, sportswriting legend, has a new book called **THE HEART OF A CHAMPION** that honors, in words and spectacular photos, the greatest sports heroes.

In The News

A core component of the P.R. strategy for **Progressive Insurance** is to help consumers better understand auto insurance. Did you know that you don't necessarily need to purchase additional insurance when renting a car? We helped explain the issue to readers of USA TODAY, the New York Times, the Detroit Free Press, the Cleveland Plain Dealer, as well as many other news outlets around the country.



Teaming up with Save the Children to help promote the organization's summer reading program, **IKEA** and Jericho developed a survey tracking the benefits of reading to your child. The survey asked adults about their



lives, and how often and what types of books their parents read to them when they were children. The survey received national media exposure including USA Today (twice) and USA Weekend. The survey was also tied to a local event at **I K E A**

Elizabeth with New York Giants' cornerback Will Peterson.

When **EMI Music Publishing** was looking to create a business-to-business buzz for their new web site, Jericho developed a way to show music executives and production creatives how to start their day off right-with "Search-e-os" cereal. The distinctive mailer, designed to look like an actual box of cereal, included key information about the site, as well as a CD that served as an online tutorial. Numerous key trade publications found the information to be delicious.



A tasty promotion for music industry
EMI Music Publishing is promoting its new website with an innovative promotion - a new breakfast cereal called Search-e-os. The cereal, which EMI claims is the first to be made for a music publisher, is packed with everything music professionals and administrators need to get their day great: tabs, vitamins and a user ID and password to enter www.emimusicpub.com. The site is armed with music industry professionals and production searching and song licensing. The marketing budget for the site research was estimated at \$5 million.



Thione International has developed a breakthrough complex that reduces the toxicity of cigarettes. It was the perfect opportunity for Jericho to place the story in a special "Next Frontiers" issue of Newsweek magazine.





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