



**June 8, 2010**

Interview with Mark DiMassimo, CEO and Chief Creative Officer of DiMassimo Goldstein (DIGO), the new AOR for Sharedbook, Inc. and Blog2Print, which offers self-publishing of online content.

Sharedbook, Inc. has launched a new campaign for Blog2Print targeting "mommy bloggers," DiMassimo says. The Advertiser is planning now for late September through early December, and will begin planning in September for 2011, he notes. The Mix will include spot radio, Internet, guerrilla marketing, outdoor, and national magazines, with local newspapers, regional magazines, and local magazines under consideration, he explains.

Opportunistic funds are available. DiMassimo "is still very much interested in proposals," he comments. "We know that we've got some national print bought in mothering magazines, (but) we want to look at other publications that reach 'mommy bloggers,'" he says. "We certainly would consider...a regional magazine that reaches our target audience, or a specialized 'zine' or newspaper," he adds. "If you have a particularly efficient and effective way to reach 'mommy bloggers,' we want to know about it," he explains, noting that his Media Director, Margot Vaughan, is the person to approach.

In spite of the recent economic climate in the U.S., DiMassimo notes, "I think this is one of the brands that thus far has seen more opportunity come out of the turbulence than anything." The Advertiser's "target audience wants to secure their precious content by archiving it offline," he says. "We think that turbulence and uncertainty has made this target audience want to print nice books," he comments. "We've seen upticks in sales," he adds. "We really haven't seen any negative effect of the difficult economy," he explains, noting that Blog2Print has a price point of \$75.

The initial creative highlights the fact that there will be a "national casting session," seeking pregnant women to serve as spokesmodels for Blog2Print, DiMassimo says. Future creative will utilize these women, who do not need to have modeling experience, and their "baby bumps," he adds. This will certainly include "some opportunistic outdoor," he notes. "The images will be really striking," he comments. "Maybe we'll want to be in Times Square, right across from one of the big toy stores over there," he explains.

The Advertiser, initially, will supplement its national efforts by targeting the largest media markets in the U.S., Los Angeles and New York City. Additionally, "we would overlay some top family markets. I want Salt Lake City, Utah, and I want Texas," DiMassimo says. "Something Midwest, maybe Chicago" would also be considered, he notes. When consumers place a larger priority on family, it leads to "more kids, more photos, (and) more 'mommy bloggers,'" he explains.

DIGO has worked with Sharedbook, Inc. earlier in its history, DiMassimo says. Sharedbook "is a really interesting company," he comments. "I think they've been

around six or seven years," he notes. "They've been really focused on making websites printable," he explains. Before the "social networking" revolution of the past few years, Sharedbook offered "a way for people to share a website by printing a book off of it," he comments.

Mark DiMassimo is a board member of Rare Conservation and sits on the Advisory Board and Creative Review Committee of the Partnership for a Drug-Free America. He frequently appears on CNBC, CNN, Bloomberg Television, and FOX, according to DIGO's website. DiMassimo has previously spoken with Sales-Fax News about Tappening, a e-commerce company that he co-founded that sells accessory products promoting the use of tap water over single-use bottled water. At press time, [www.tappening.com](http://www.tappening.com) had been visited nearly 14.5 million times.