



CollegeClickTV.com launched its first advertising campaign on November 3rd, 2008, and is planning NOW for the time period between January 2009 and May 2010. The Mix will include Internet, guerrilla marketing, local newspapers, national magazines with regional editions and local magazines. Opportunistic funds are available, Glenn Pere, President of AOR The Pere Partnership and majority partner of parent company Videople LLC says. Ad-Fax Media has also learned that CollegeClickTV.com is in talks to sponsor a NCAA (National Collegiate Athletic Association) football bowl game.

For the campaign, print ads have been produced for 27 of the approximately 200 universities for which CollegeClickTV.com provides statistical and video insight.

These ads were spreading virally before the campaign's official launch, Pere says. One ad that has received a good deal of "buzz" is for Pennsylvania State University ("Penn State"). It features Penn State's longtime football coach, Joe Paterno, and lists six places in the state of Pennsylvania: Pittsburgh, Philadelphia, Allentown, Hershey, Scranton and State College. Each place is written in white lettering, i.e. "Pittsburgh, PA." After "PA," the letters "TERNO" are placed in a shadow font, as if to spell "Paterno." The tagline at the bottom of the ad is, "Joe Paterno is Penn State."

An ad for the University of Colorado features "people snowboarding. All you see is blue sky and someone floating on his snowboard," Pere says. The headline is "Room and Board." "We're not saying that snowboarding is more important than psychology, or social studies, but we are saying this is one attribute of the school," Pere says. Another example is an ad for Princeton University, with a #2 pencil used to represent the fact that Princeton was ranked #2 by U.S. News & World Report, L.P.'s rankings of universities, he adds. With these ads, "we would concentrate on the most prevalent, noteworthy aspect of that particular school," he explains.

The Pere Partnership is best-known for entertainment advertising, having promoted the pilots of HBO (Home Box Office)'s series "Sex and the City" and "The Sopranos" as well as the launch of News Corporation's Fox Sports Network.

In "15 years of entertainment advertising, we've done such a great job with the brands we've worked on. I wanted to start a new brand," Pere says, noting his desire to "see what my shop could do with my own brand." Pere personally provided all of the startup funding for the Company, and is working in partnership with Eric Yaverbaum, CEO of the public relations' firm Ericho Communications,

he explains.

"We were, over the last year, getting video content. What we did is went around to approximately 200 campuses and got video from anywhere: students, professors, local merchants, tailgate parties, local bartenders, librarians," Pere says. "We took the past year and deployed maybe 40 videographers around the country," he adds.

CollegeClickTV.com is seeking to change the dynamic of the college admissions process. It has recently signed distribution deals with U.S. News & World Report, L.P., The Princeton Review, and CliffsNotes (published by John Wiley & Sons), and is in the process of agreeing upon four additional deals to distribute video content, Pere says. The Advertiser's three new partners "have been static Web sites," he adds, explaining that CollegeClickTV's video resources will now be integrated into these Company's platforms. "U.S. News, Princeton Review, those other folks feel the need for video and that video is coming from us. We're proud of that," Pere comments.

CollegeClickTV.com has broad expansion plans. By May 2009, the Company plans to have added 250 additional universities to its resource. For its future marketing, "we would consider anything where there's some sort of ROI (Return on Investment)," Pere says, adding that even if an opportunity did not offer a guaranteed ROI, "at least we know that we got our name out there and that people are talking about us."

Videople LLC is "a media development and holding company specializing in robust Web properties. Bringing together people via exclusive entertaining and informative video, Videople creates online communities for highly desired, targeted demographic segments," according to a Company press release.