

THE IDEA MAKERS

PROMOTION PROS touched every aspect of marketing in 2004, from screen to shelf. Branded entertainment took over prime time as early deals like product placement in *Queer Eye for the Straight Guy* segued to full-blown marketing gigs for Crest and Pepsi on *The Apprentice*.

Packaged goods marketers caught “shopper marketing” fever, thanks mostly to two agency reviews at Procter & Gamble. Its holistic planning assignment (a reported \$4 billion across all brands) made shoppers the focus, and bundled media buying and retail strategy—a watershed moment that makes the shelf set as important as the TV set. (Starcom MediaVest and Carat split the win in July.) A simultaneous integrated-marketing review gave 35 HBC brands one-stop shopping for below-the-line services, bundling promotions, in-store, direct marketing

and account-specific work. (Arc, Saatchi & Saatchi X—with ThompsonMurray at its core—and The Integer Group divvied up the business, with first work expected this quarter.)

Text messaging evolved to catch consumers at the right time and place. “Mobile social software”—MoSoSo, for high-tech hipsters—lets people ping friends (and friends of friends) in the vicinity via cell phone. Absolut used eight-month-old Dodgeball.com to invite New Yorkers to nearby on-premise parties. Wavemarket launched Crunkie, with maps and location-based blogs, in November. We can’t wait to see how marketers experiment with this in 2005.

For now, we’re happy to profile some of the newsmakers who moved the industry forward in 2004 and set the stage for more innovation this year.

- **Rocket Man** *Best Buy's* **MIKE LINTON** *has music in store*
- **NASCAR's New Spirit** **ZAK BROWN** *led the pack to overturn racing's liquor ban*
- **On Air** **COLLEEN BARRETT** *pilots Southwest's leap of faith*
- **Apple's Comeback Kid** **STEVE JOBS** *rises again, this time via the small but mighty iPod*
- **Olympic Risk** *Athens Mayor* **DORA BAKOYANNIS** *sold her city to sponsors and the world*
- **The Art of the Donald** **TRUMP** *markets himself first, brands next*
- **Search and Deliver**
DOUG ROLLINS *routed Coke's Unexpected Summer*

And...

Shop Keeper

P&G, Saatchi pick **ANDY MURRAY'S** brain



Andy Murray became the poster boy for shopper marketing in June when Saatchi & Saatchi bought his agency, ThompsonMurray, and made it the centerpiece of in-store marketing network Saatchi & Saatchi X.

CEO Murray and crew spearheaded Saatchi's pitch in Procter & Gamble's

review parceling out all below-the-line work for its HBC brands. Saatchi X split the win with sister shop Arc Worldwide and The Integer Group. First work breaks this quarter; P&G's approach has already made "shopper marketing" the latest craze.

"The store really is the battleground for the brand; it's not just another consumer touchpoint," Murray says. "You don't switch brands in front of a billboard. You do it in the store."

A longtime P&G shop, Thompson-Murray had to sell or slow its impressive 39% annual growth to about 10%. Murray talked to 10 CEOs of \$1 billion businesses (half sold, half stayed private), then decided to sell—to Saatchi, another P&G shop.

Saatchi folded in its New York-based Collaborative Marketing division and shops in London and Paris, then opened a Cincinnati office.

The biggest challenge now is staffing up; Murray woos top-drawer talent with the promise of quick promotion and a cultivated agency culture. Candidates balk at moving to Arkansas, but 500 companies have relocated their top reps there to serve Wal-Mart, and CEOs are always coming into town. "To have access to the Fortune 500's top people, you couldn't get to a better location," Murray says.

The P&G veteran (1984-93) sold his house and cashed his P&G stock to open Brandworks consultancy in 1997, then merged with ad shop Thompson Earnhart in 1999. The Springdale, AR-based shop grew via P&G, Wal-Mart, Smuckers, Perdue, and added Gerber Novartis in 2004.

"I thought I'd want to go to Fiji" after selling the agency, Murray says. "But I'm working just as hard and I feel more creative—and people say I seem to be smiling a lot more." —Betsy Spethmann