

# AdvertisingAge's **MARKETING 50**

A W A R D S

## FEATURING AD AGE'S 2006 MARKETER OF THE YEAR

The marketers behind these products broke through the clutter and delivered real impact (and ROI) for their brands. Come meet them for cocktails and lunch, congratulate their success...and learn all their secrets.

## SAVE THE DATE

Wednesday • January 31, 2007

11:30 a.m. – 2:00 p.m. • New York Hilton

For tickets or information, [adage.com/events](http://adage.com/events)





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# Special Report

PRODUCT PHOTOS BY TONY PETTINATO

# MARKETING

# 50

From folksy Airborne to voyeuristic Zillow, this year's set of sterling marketing ideas is jam-packed with creative solutions in this *Ad Age* franchise celebrating the brains behind the brands since 1992



# Special Report **MARKETING 50**



**T**IA MATTSON'S PUSH to put Crocs, the colorful resin shoes, on the feet of stylish celebrities and their children, as well as in the pages of magazines on topics ranging from kids to gardening, really paid off this year. The 32-year-old Crocs public-relations manager helped garner more than 800 million editorial impressions for the brand in 2006, which in turn fueled sales for the first half of the year to \$130.5 million, a 256% jump from the same period in 2005. Next up: a Disney-branded line of Crocs and a 40-foot Crocs coach that will travel to 50 events next year.

## Crocs

**Tia Mattson**

—STEPHANIE THOMPSON



## Bravia

**Chris Fawcett**

**SONY ELECTRONICS'** Bravia may have been late to the LCD flat-panel TV party, but the marketer quickly trumped analyst and industry expectations to become a surprise hit. Sony jumped from No. 4 to No. 1 in LCD TV unit and revenue market share by early 2006, according to Display Search. Credit aggressive positioning including a concentrated effort to target both men and women overseen by Chris Fawcett, director of marketing for home products. Tapping into the feminine side of flat-panel TVs made for gangbuster sales in the U.S., even as Sony-U.K. similarly reaped big sales with the attention-grabbing and online viral success of its "Balls" commercial, depicting thousands of colored globes cascading down a San Francisco street. The spot helped Sony rise to the top of the annual Creativity Awards (AA, Aug. 14).

—BETH SNYDER BULIK



## Yaris

**Kim McCullough**

**NOT THE SAME**-old launch for the Toyota Division's fuel-sipping Yaris subcompact car. TV was used to seed the new name, but Yaris was backed by the first advertiser-sponsored mobile-phone episodes of Fox's "Prison Break." Kim McCullough, Toyota Motor Sales USA corporate manager-marketing communications, Toyota Division, who oversaw the car's intro in the spring, says there were 255,000 downloads of the short mobisodes in the first four weeks. The launch also marked Toyota's entry into video gaming. Yaris was on two social-networking sites, and the car was integrated into MadTV plots. With sales of 51,748 units, Yaris has already grabbed 34% of the segment. And 40% of Yaris buyers are 34 years old or younger, the best youth mix among all Toyota-branded models.

—JEAN HALLIDAY

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## Dunkin' Donuts

**Will Kussell**

**DUNKIN' DONUTS** is on a mission: With a goal to triple its domestic units to 15,000 over the next decade or so, Dunkin' in April launched a massive campaign via Hill Holliday, Boston, declaring that "America runs on Dunkin'." Will Kussell, 47, chief operating officer for Dunkin' Brands, and his team want to amplify its coffee equity. In addition to bold, declarative TV spots, the chain integrated its brand in reality TV shows such as "Queer Eye for the Straight Guy." "We've evolved to a broader menu," says Mr. Kussell, noting Dunkin' added sandwiches to draw late-day visits. Customers are getting the message. The chain, bought in December for \$2.43 billion by a trio of private-equity firms, is reporting same-store sales outpacing the industry average, and Dunkin' finished its fiscal year with comparable sales up 4% to 5%.

—KATE MACARTHUR



## GTI

**Kerri Martin**

**KERRI MARTIN**, 36, who arrived at Volkswagen of America last year as director-brand innovation, and new agency Crispin Porter & Bogusky captured the spotlight with their first launch: the redone GTI performance hatchback, a limited-volume model that they hoped would create a halo for the VW brand. The buzz-generating blitz used a two-pronged online approach that extended to traditional media. One site introduced a small, black "Fast" figurine in a mysterious way; the other featured a comely German-accented Helga giving virtual test drives. GTI sales rebounded with 11,126 units sold January through September, up 151% over the same period in 2005, according to VW (excluding Golf or R32 models). Crispin Porter won the first promo Lions Grand Prix for the campaign.

—JEAN HALLIDAY



## Fanta

**Stuart Kronauge**

**HOW MANY** soft drink brands can boast a MadTV spoof and a top 10 most-requested Halloween costume? After four years of double-digit volume gains since its relaunch in the Hispanic and African-American markets, Fanta, a brand Stuart Kronauge calls "the bull," grew in volume by 29% in 2005. It now is the No. 8 carbonated soft drink, according to *Beverage Digest*. While minority consumers embraced it, variety seekers also have driven demand on the popularity of the infectious Fantanas ads via Ogilvy & Mather. "It really gave (us) energy to be in the right channels... from bodegas... to Wal-Mart," says the 36-year-old director-Fanta and flavored carbonated soft drinks for Coca-Cola North America. "In a very cluttered... landscape, I decided to look in places others hadn't."

—KATE MACARTHUR



**C**ANON'S REBEL brand was well-regarded in the consumer-enthusiast photography industry long before digital cameras. But the move to embrace the switch with the Digital Rebel line is a picture-perfect example of marketing moving along with the consumer.

## Digital Rebel

**Yukiaki Hashimoto**

The Canon SLR team led by Yukiaki Hashimoto, general manager and senior VP-consumer imaging group, balanced best-of digital features with price and pixels, topping it with lifestyle messaging built around sports with the latest TV ad, "Why do we love football?" and tennis star Maria Sharapova as spokeswoman. The latest Rebel, the 10-megapixel XTi, bowed in August to critical acclaim. More than 1 million Digital Rebels have been sold since 2004, which helps Canon maintain its No. 1 digital-camera share in the U.S.: 21% of all shipments for the first half of 2006.

—BETH SNYDER BULIK

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# Special Report

## MARKETING 50



**T**EQUILA IS THE NEW VODKA, and Patrón is the new Grey Goose. Much as the Sidney Frank brand led a surge in superpremium vodkas over the past decade, Patrón—with its hefty price tag and classic, ribbon-tied bottle—has led tequila's charge. Patrón's volume grew 81% in 2005, to 615,000 cases, and is on pace to double this year, according to Patrón Spirits

### Patrón

**Ed Brown**

CEO Ed Brown. As the brand has grown, so has its marketing budget. This year saw a TV campaign, an upscale push from

Richards Group designed to emphasize the tequila's "simply perfect" nature. While Grey Goose fetched \$2 billion from Bacardi, Mr. Brown says Patrón isn't for sale. "We get calls all the time," he says. "We're not interested."

—JEREMY MULLMAN



### El Reto Final Nissan

**Jan Thompson**

**IN THE BEST** branded-entertainment project yet in the U.S. Hispanic market, Nissan North America and Vidal Partnership created a reality TV series reuniting the former World Cup teams from the U.S. and Mexico that had played two games in 1997, both ending in ties. El Reto Final Nissan (The Nissan Final Rematch) culminated in a live game between the two sides (Mexico won). Overseen by Jan Thompson, Nissan's VP-marketing, the Nissan rematch tapped into Hispanics' passion for soccer during a World Cup year, garnering strong ratings and brand awareness for Nissan without the expense of becoming an official World Cup sponsor.

—LAUREL WENTZ



### Bare Escentuals

**Leslie Blodgett**

**THE MAJOR PLAYERS** in mass-market cosmetics may have struggled of late, but Bare Escentuals has been a runaway hit. Sales soared 83% to \$259 million last year for brands that also include BareMinerals and RareMinerals. The marketer's stock has soared since a Sept. 19 IPO. CEO Leslie Blodgett has positioned the mineral-based brands as natural and comfortable. Marketing via Ms. Blodgett's show on QVC, infomercials and specialty stores has helped her outmaneuver big rivals. One thing to watch: Debt to pay off private-equity backers of a leveraged buyout leaves the new public company with negative net worth.

—JACK NEFF



### 'An Inconvenient Truth'

**John Lesher**

**JOHN LESHER** had barely settled into his new job as president of boutique studio's Paramount Vantage when he snapped up distribution rights to "An Inconvenient Truth." Then he proceeded to sell what became the third highest-grossing documentary ever like a summer blockbuster—complete with slick trailers, a special on MTV and a barrage of online outreach. It didn't hurt that the documentary's star, former Vice President Al Gore, was willing to stump nonstop, appearing everywhere from Wal-Marts to "The Daily Show With Jon Stewart." Mr. Lesher, 40, orchestrated those and other hooks, including donating 5% of the movie's \$23.7 million domestic box-office take to a climate-protection group.

—T.L. STANLEY



### WaMu

**Genevieve Smith**

**WASHINGTON MUTUAL** had broken a lot of banking rules both in its retail store and in its marketing, but Chief Marketing Officer Genevieve Smith ramped up the customer-acquisition ante with a checking account that included free checks for life. Ads from new agency Leo Burnett show a casually dressed WaMu banker and a secret stash—a pen of "stodgy old bankers." If the pen of bankers thinks an idea is wrong, such as 3¢ back on debit-card purchases, then WaMu says it must be right. The results: a record 404,000 new checking accounts in the second quarter, up from 340,000 in the previous quarter. Add to that an internet sign-up garnering 700 new accounts a day.

—ALICE Z. CUNEO



### Febreze Noticeables

**Martin Hettich**

**FEBREZE LAUNCHED** as a fabric freshener in the late 1990s, but consumers told Procter & Gamble Co. it could be more. They wanted the genuine odor-removal Febreze delivered in air fresheners, too, says Martin Hettich, 42, marketing director-North American aircare. He's led the 2004 launch of Scentstories scent disks and Air Effects sprays—followed by this year's launch of Noticeables, a plug-in that alternates between two scents. Noticeables has nearly doubled P&G's market share to the mid-teens, propelled it past Henkel's Renuzit as No. 3 in the aircare category and ranked among the top 10 nonfood product launches so far this year.

—JACK NEFF



### Airborne

**Elise Donahue**

**WHEN ELISE** Donahue joined Airborne, the folksy cold-prevention remedy invented by a schoolteacher, as CEO in 2005, she set some lofty goals, and says she "beat every one." Sales rose to \$200 million from \$90 million in a year, spurred by the first national branding campaign via Ten United. For fiscal 2007 sales are on track to jump 50% to \$300 million. Ms. Donahue also expanded distribution to new retailers, including Costco and Target, and went from regional to national distribution at Wal-Mart Stores. Along the way, Airborne is getting more shelf space and today stocks an average of four different Airborne products at retail, up from only the original a year ago.

—MYA FRAZIER



*Consumers can't be packaged.*

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Source: MRI, Spring 2006

rethink 50+



# Special Report **MARKETING 50**



**C**OORS BREWING CO.'s Blue Moon Belgian White beer is slumming in just the right neighborhood. At a time when big domestic brewers are losing market share to tiny, independent craft brewers, Blue Moon's microbrew impersonation is paying huge dividends, thanks to a team led by Lee Dolan, VP-marketing at Coors Brewing Co. In the midst of its fourth straight year of high, double-digit growth, despite never getting advertising support, the brand's volume has surpassed ad-rich Coors portfolio brands such as Molson. Its strategy was simply to create an on-premise mystique, frequently with slender, logo-embossed glassware with an orange garnish, and cool, craft-looking tap handles. It's also proved prescient, as sales for Belgian-style white beers have surged in recent years, inspiring imitators from Anheuser-Busch (Spring Heat Spiced Wheat) and Miller Brewing Co. (Leinenkugel's Sunset Wheat).

## Blue Moon

Lee Dolan

—JEREMY MULLMAN



## Gatorade

Cindy Alston

**WHEN ATHLETES** weren't finishing all the Gatorade in their containers, it got Cindy Alston's attention. She knew that if the heaviest users of the sports drink weren't emptying the bottle, they were missing the nutrients for peak performance. In research and in talking with athletes, the 44-year-old newly named chief marketing officer for Gatorade and Propel discovered people who drink Gatorade four to five times a week—the most loyal customers—were having flavor burnout and wanted a lighter version with the same efficacy. That insight inspired the three-flavor extension Gatorade Rain, which has become the biggest subline in Gatorade history by volume and dollars. Sales improved the Gatorade trademark despite the encroaching growth of Coke rival, Powerade. After losing share recently and despite a product shortage on the original, Gatorade regained share in '05 to an 80% share. It also has become the No. 6 beverage mega-brand and could soon supplant Coke's Sprite.

—KATE MACARTHUR



## Jergens Natural Glow

Brian Rudie

**THE WORLD IS AGLOW** with knockoffs of Jergens Natural Glow—the self-tanning hand and body lotion from Kao Brands (see Unilever's Dove Energy Glow, L'Oréal Sublime Glow, etc.). One even emerged even before Natural Glow hit the market. After Kao began presenting to retailers, it heard about a rival product from Procter & Gamble Co.'s Olay (Radiance Reviver) that would make it into Wal-Mart Stores first. No matter. The simply named product caught on so fast that Brian Rudie, associate marketing director—skincare, and his team at Kao initially had to ration it and people sold it on eBay for three times retail. A campaign from Kirshenbaum Bond & Partners, New York, that included TV, print and in-store coupons, as well as a separate PR effort, all helped spur demand. All told, marketing initiatives have more than doubled sales of the century-plus-old brand to \$113.7 million in outlets measured by Information Resources Inc.

—JACK NEFF

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# Special Report

## MARKETING 50



**M**ICRODERMABRASION kits have been around for years, but Procter & Gamble Co.'s Olay Regenerist Microdermabrasion & Peel System Kit turned them into a mass-market phenomenon.

Launched last year and priced around \$20, the kits offered a two-step system gentle enough for use twice weekly. Leigh Radford, general manager-global skincare marketing at P&G,

### Olay Regenerist

**Leigh Radford**

oversaw the TV and print from Publicis Groupe's Saatchi & Saatchi, New York, and direct-response TV from Red, Cincinnati. The kits helped add 3 points to Olay's leading 39% share of facial moisturizers, among a series of new lines that have traded up consumers and added 14 share points since 2000.

—JACK NEFF



### K-Y Touch Massage

**Daniel Weiss**

**K-Y PRODUCTS** had been a low-priority brand for decades. But when Johnson & Johnson repositioned the personal lubricant as an intimacy enhancer in 2004, sparks flew. Sales have quadrupled thanks to literally hot products like K-Y Touch Massage lotion. J&J even found even that occasions like Labor Day could be merchandised discreetly as "sex holidays" at Wal-Mart. "We've made sure K-Y works at all the relevant touchpoints," says Daniel Weiss, group product director-women's health, K-Y worldwide, "including in-store merchandising, billboards, celebrity events." McCann Erickson's "See what happens" campaign, Mr. Weiss, 31, adds, "demonstrates how K-Y can add the necessary spark."

—JACK NEFF



### Sony Pictures

**Jeff Blake/Valerie Van Galder**

**THROUGH A** mix of traditional and emerging media—including partnerships with YouTube, and MySpace—Sony's film-marketing duo has opened 12 movies in the top box-office spot this year. Along the way, Sony has racked up \$1 billion in movie receipts for fifth straight year. In charge are Jeff Blake, vice chairman, Sony Pictures Entertainment, and chairman of the worldwide marketing/distribution unit, and Valerie Van Galder, marketing president of the Columbia TriStar unit. Their successes include the summer hits "Talladega Nights" and "The Da Vinci Code" with \$754 million in worldwide grosses. On deck is James Bond movie, "Casino Royale," which could be one of fall's surest things.

—T.L. STANLEY



STEVE WOOD

### Balenciaga

**James McArthur**

**NICOLE KIDMAN** chose a creation from Balenciaga for her wedding dress. The brand's current designer, Nicolas Ghesquière, was one of *Time's* 100 most influential people in 2006. And the Musée de la Mode et du Textile in Paris ran a Balenciaga exhibit this summer. There's little doubt that the house Spanish designer Cristobal Balenciaga opened in 1919 is on a roll—driven by the business prowess of CEO James McArthur, who is also exec VP-director of strategy and acquisition for its parent company, Gucci Group. Balenciaga, which relies on its clout as a luxury label and caters to celebrities, had a mandate to reach profitability by 2007, and it did so two years in advance of that target.

—JANET STILSON



### Save-A-Lot

**Steve Burkhardt**

**AT LIMITED**-assortment grocer Save-A-Lot, the price tag might be 40% less than the national brand equivalent for Ginger Evans cake mix, but don't call the packaging generic anymore. "We wanted to bring personality to our stores and rise above the generic stereotypes," says Steve Burkhardt, a former package-goods marketer who joined the \$4 billion retailer, running an aggressive campaign to overhaul the chain's house brands. Unlike other retailers with private-label brands, such as Costco's Kirkland Signature line, there are more than 300 private-label names, not just one, from McDaniel's coffee to Shaner's chicken wings, often named after company employees.

—MYA FRAZIER

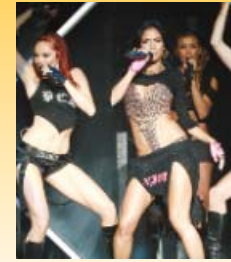


### Crystal Light On the Go

**Howard Friedman**

**THE POWER OF A** packet is strong. Since the 2005 launch of Kraft Foods' single-serve Crystal Light On the Go, intended to be poured into bottles of water, the package-goods behemoth has seen sales of the product rise to \$88 million in food, drug and mass outlets not including Wal-Mart, according to IRI. Howard Friedman, director of marketing-powdered beverages, has pushed a health theme. The 36-year-old touts it as a great sugar-free, vitamin-fortified, 5-calorie addition to water through ads from Ogilvy & Mather, sampling at Avon Walks for Breast Cancer and mailings to American Dietetic Association nutritionists. Success has spawned such fare as Unilever's Lipton Tea to Go.

—STEPHANIE THOMPSON



### Pussycat Dolls

**Ron Fair**

**CRITICS HAVE** called it a prefab pop group—and worse—but Ron Fair calls the Pussycat Dolls "Moulin Rouge meets the Spice Girls." Mr. Fair, the 51-year-old chairman of Geffen Records and a musician himself, took a local burlesque act and turned it into a worldwide phenomenon that's sold nearly 5 million records and spawned a Vegas nightclub, branded makeup and apparel, and a network TV show. Mr. Fair, who launched pop stars Black Eyed Peas and Christina Aguilera, is a creative type who has the marketing touch. Next up: Mr. Fair aims to work the same magic with a pre-teen squeaky-clean version of the Dolls called Slumber Party Girls.

—T.L. STANLEY

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Traffic		BC	11/6			
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Copywriter		PC	11/6			
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Design Dir		OP	11/6			
GCD 1		OP	11/6			
GCD 2		PC	11/6			
Acct Mgmt Rep		PC	11/6			
Acct Supr		PC	11/6			
Product Info		FF	11/6			
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Prod Head		JS	11/6			
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THEN BEING BRAVE ENOUGH  
TO SIGN OFF ON IT.

# Special Report **MARKETING 50**



**D**ON AUGUST SEBASTIANI JR., 29, a.k.a. Donny, is uncorking the stodgy world of wine marketing. His tactics include edgy names such as Used Automobile Parts and bottles with screw caps, setting a \$50 price point and taking a swipe at tony vintages with Screw Kappa Napa for a cool \$10. Although only 10% of its wines use noncork bottles, the vintner has been fighting innovative closure battle with radio ads for screw caps and the Zork, a cork substitute that's a plastic plunger-style bottle top. That, along with some award-winners, has aged into a doubling of sales in three years, with '07 shipments expected to exceed 2 million cases.

## Don Sebastiani

**Don A. Sebastiani Jr.**

—ALICE Z. CUNEO

**W**HY IS IT THAT THE SMALLER, cuter sibling gets all the attention? Nintendo is not complaining, of course, because while the original Nintendo DS handheld gaming device that bowed in 2004 was certainly popular, it's the DS Lite, at two-thirds the size and 20% lighter in a variety of colors, that has really accelerated sales. It sold

## DS Lite

**George Harrison**

out quickly—more than 136,500 units in the first two days of U.S. sales. Marketing, led by Nintendo of America Senior VP-Marketing and Corporate Communications George Harrison, has targeted demographic groups outside the traditional gamer space, with content such as Brain Age (mind-bending adult puzzles) and Nintendogs pet-simulation. An ad campaign and web initiative entitled “Touch Generations” further promoted inter-generational and family game play.

—BETH SNYDER BULIK



## McDonald's coffee

**Carol Koepke**

**THE GROWING ARMY** of Starbucks Nation began to create a problem for McDonald's: Consumers hooked on strong-premium roasts were skipping Mc.Java. But franchisees feared alienating loyalists of its traditional brew. “Bringing those two things together—that was the art,” says Carol Koepke, 46, senior director-U.S. marketing at McDonald's USA—who led a team of 40 from its marketing and menu-management groups to find a better blend. A massive campaign used the equity of its breakfast sandwiches. Since then, coffee sales have sustained growth at 15%-20% higher than the old blend, rather than the typical boom-bust cycle of new products. One analyst estimates the premium-coffee strategy is driving more than 7% same-store sales growth at breakfast.

—KATE MACARTHUR



## Scrubbing Bubbles

**Dave May**

**CONSUMER** laziness knows no bounds, and S.C. Johnson & Son is profiting from it. A decade after daily no-scrub shower sprays launched, SCJ did them one better with Scrubbing Bubbles Automatic Shower Cleaner this spring. It sprays the cleaner on the whole shower at the touch of a button. Though repeat purchase will be crucial, it tracks so far as the best-selling new product in company history, insiders say, sending sales for the whole brand up 31.7% to \$102 million for the 52 weeks ended Oct. 8, according to Information Resources Inc. Dave May, president-North America, spearheaded the project, whose marketing includes TV and print from DraftFCB, Chicago, extensive PR, and buzz marketing through BzzAgent.

—JACK NEFF



## Timbuk2

**Macy Allatt**

**TIMBUK2** HAD sales to bike messengers in the bag, literally, but the company has in recent years expanded into an urban lifestyle brand that includes laptop cases, accessories and a build-your-own-bag business. Sales will likely hit \$20 million this year, and have doubled since 2004. Macy Allatt, senior marketing manager, is steering diversification that has meant moving distribution from bike shops to larger specialty sports retailers, such as REI and even Apple stores. However, Ms. Allatt is mindful of keeping a foot firmly in the cycling space to honor Timbuk2's roots, with sponsorship of urban-cycling events and messenger races, but increasingly is expanding Timbuk2's initiatives to include widely appealing arts-oriented events, especially those targeted at the college crowd.

—STEPHANIE THOMPSON



**S**HAVEEVERYWHERE.COM, Philips Norelco viral video and PR assault on behalf of its below-the-neck shaver, Bodygroom, is quick becoming the stuff of marketing legend, racking up numerous awards, including *Advertising Age's* Digital A-List Campaign of the Year. Bob Baird,

## Bodygroom

**Bob Baird**

president-CEO of Philips' domestic appliances and personal-care division, helped convince his conservative company that a risqué idea from DDB and its Tribal DDB unit featuring fuzzy kiwis as a stand-in for you-know-what, could move product without offending the masses. "This was a tough sell internally," Mr. Baird, 45, told *Ad Age*. "We took an incredible risk putting this out there." The reward was clear: more than 1.7 million viewers flocked to the site in its first five months, and sales tripled expectations.

—MATTHEW CREAMER



## Comcast

**Marvin Davis**

**TYPICAL BUZZ** around cable companies may be the popular YouTube video showing a cable repairman asleep on a customer's couch. But Marvin Davis has wakened sales with a multifaceted, retro chic marketing push for products such as the triple play of digital voice, cable and high-speed internet. "We have great products. Our challenge is to have people understand why they are great," says Mr. Davis, senior VP-marketing at Comcast Cable. To boot, the "It's Comcastic" campaign from Goodby, Silverstein & Partners, San Francisco, not only has sold product but it also has made Comcast one of the best branded cable companies.

—ALICE Z. CUNEO



## Zillow

**Spencer Rascoff**

**A PARTY WITH** real-estate listings as entertainment would have been absurd a year ago. That was before Zillow.com. The brainchild of Expedia founder Richard Barton, Zillow offers free, ad-supported home valuations based on tax assessments and other real-estate records. Its voyeuristic nature has even inspired neighborhood parties, says Spencer Rascoff, chief financial officer and VP-marketing. Zillow set out to build a brand "that championed the consumer," he says. Mr. Rascoff credits the site's popularity to in-house PR efforts and product development. It now gets about 4 million unique users per month. Now rolling out: ZMobile, listings sent to your phone.

—PATRICIA RIEDMAN



## Visa

**Suzanne Lyons**

**"LIFE TAKES RISK,"** as the ad slogan goes, and Visa Exec VP-Chief Marketing Officer Suzanne Lyons, 49, took a couple when she parted with long-time agency BBDO, New York, and dropped its "Everywhere you want to be" campaign. Not only that, she also dropped out of the Super Bowl; launched the "Life takes Visa" campaign at the Winter Olympics in Turin, where Visa was top-ranked for sponsor-awareness; and committed to new media with an all-internet campaign for a card-security program and other efforts in mobile, video game and other non-traditional venues. The really big payoff will come when Visa makes an IPO, announced in October.

—ALICE Z. CUNEO



## Verizon Wireless

**John Harrobin**

**JOHN HARROBIN** is building out Verizon Wireless' next big revenue generator: entertainment. The VP-digital media and marketing is trying everything from "Desperate Housewives" clips to Jimi Hendrix ringtones. He's also tinkered with subscription prices and plans to garner more music usage through its V-Cast service and the Chocolate music player phone. Mr. Harrobin, who has a hand on Verizon Wireless' \$1 billion-plus budget, is spending some on vanguard marketing, including backing a comedy talent search with JibJab.com and trying a new form of branded entertainment: a music video to replace a commercial pod on MTV.

—ALICE Z. CUNEO



## Stormhoek

**Hugh MacLeod**

**HUGH MACLEOD**, 40, is a former adman who set out to build a brand online. With South African winemaker Stormhoek, Mr. MacLeod offered free wine to 85 bloggers, some of whom spread the word. As a followup to a U.S. launch, he gave free wine to 100 dinner parties over 100 days. The effort cost only a few thousand dollars, but the results were significant: Sales jumped to 100,000 cases in a year from the brand's inception in June 2005. There's more to blog marketing than sales, he says. Blogs help marketers see consumers as people, not just abstract, dehumanized targets, he says. It also helps marketers see brands as more than "metaphysical ideals."

—ALICE Z. CUNEO



## Fruit-Flowers

**Ellen Davis and Susan Ellman**

**IT'S BEEN A** fruitful road for the sister-in-law duo of Ellen Davis, 56, and Susan Ellman, 54, who came up with the idea for floral fruit and vegetable arrangements back in 1984. The two co-founders turned their small business into a chain of 34 Incredibly Edible Delites stores now being rebranded FruitFlowers, like their website, fruitflowers.com. This year, sales—20% from online orders—will hit as many as 150,000, mainly due to word-of-mouth from more than 1 million customers and local print, radio, TV and transit ads developed by Cetlin Design Group, Philadelphia, featuring slogans such as "When only the berry berry best will do."

—STEPHANIE THOMPSON

# Special Report

## MARKETING 50



**C**INGULAR WIRELESS IS GAINING traction with the important youth market. Market share among youth has grown to more than 30%. Chief Marketing Officer Marc Lefar, 42, also has taken the initiative in social networking, teaming with MySpace to allow bands to create and sell ringtones on Cingular phones.

While the brand name may be replaced as soon as next year by the latest reincarnation of AT&T Wireless, Mr. Lefar in the last year has reduced customer defections by 22% and added \$1.5 billion in new revenue from entertainment and other nonvoice sources. Net customer growth is up 50% for the most recent quarter. By mid-November, Cingular will offer a mobile application that will allow users to access

MySpace. Cingular has also grown its base with new payment plans and helped build out the Razr as a brand. As for its own marketing spending, it has continued its dominance via one of the top TV shows, Fox's "American Idol." In all, Cingular dissed the analysts who predicted it would have a short-lived stint as the nation's largest wireless carrier.

—ALICE Z. CUNEO

### Cingular Wireless

Marc Lefar



## Lunesta

Jay Popli / Tim Healy

**THIS MIGHT** have been the best use of a butterfly since Microsoft's effort. Sepracor's Lunesta burst on the scene in the DTC insomnia category. The use of the floating butterfly was vivid imagery, symbolizing Lunesta's marketing push of a gentle nod to sleep. Led by Marketing Director Jay Popli and Exec Director of Central Nervous System Marketing Tim Healy, the product has made inroads in Ambien's market-leading share, despite the debut of yet another rival, Rozerem.

—RICH THOMASELLI



## Royal Caribbean

Alice Norsworthy

**NAVIGATING** difficult waters is what Royal Caribbean appears to do well. It's was one of the few cruise lines to survive a downturn in bookings, and in fact reported sales growth of about 30% through September. Where Senior VP-Marketing Alice Norsworthy might have done her best is building sales in an environment filled with fuel costs, food-related illnesses and mishaps at sea that included the apparent death of a newlywed.

—RICH THOMASELLI



## Vytorin

Matthew Arm

**COMPARATIVE** advertising can sometimes backfire. But Merck and Schering-Plough, marketing partners on Vytorin, have shown how it can work. In a light-hearted way, the two drug makers have made Vytorin the fastest-growing product in the \$22 billion cholesterol market by showing rising numbers are both from poor eating habits and family history. Matthew Arm, marketing director, has positioned Vytorin as a differentiated alternative to Lipitor.

—RICH THOMASELLI



## Degree

Jay Mathew

**MOST GENDER**-neutral deodorants have seen shares slip badly of late. Unilever's Degree avoided that fate with a split personality that has added 2.4 share points the past year, according to ACNielsen data. Degree Men aligned with risk takers, staking money on Super Bowl ads from Lowe and the "Degree All-In Moment" on ESPN's World Series of Poker broadcasts. Degree Women claims less residue on little black dresses than Procter & Gamble Co.'s Secret. Shares continue to rise, says Jay Mathew, senior brand-building manager.

—JACK NEFF



## Colores Origenes

Martha Kruse

**HOME DEPOT** spotted a winning concept when Grupo Gallegos pitched for its U.S. Hispanic business by creating a range of Latin paint colors called Colores Origenes. The Hispanic shop didn't get the account, but Home Depot launched the paint line, with names that are not just Spanish but evocative of Latin tastes, scents and images such as Mango Jugoso and Café Expreso. Originally, Colores Origenes was destined only for heavily Hispanic stores, but under Home Depot's Martha Kruse, senior manager-multicultural marketing, the range is rolling out for everyone.

—LAUREL WENTZ



## Fage

Ioannis Papageorgiou

**IT'S EVERY GIRL'S** dream: a yogurt with zero fat and the rich taste of sour cream. Such is the case with Fage's popular Greek yogurt, Total 0%. The Athens-based company expects U.S. sales of \$35 million this year. Leading the charge is Ioannis Papageorgiou, 51, a member of the Fage board in Greece and VP of Fage USA, who oversaw a pure PR play and sampling at grocery stores. He and his fellow Fage executives abide by a company credo: "We would never make a product that we would not give our children."

—JANET STILSON



## 'Marley & Me'

**Seale Ballenger**

**FRISBEES AND** stuffed dogs aren't mainstream marketing tools, but when Seale Ballenger, 42, set out to promote "Marley & Me: Life & Love With the World's Worst Dog" by John Grogan, that's exactly what he used to lure pet lovers. The director of publicity at William Morrow Adult Trade and Harper Entertainment, says he first reached out to the animal media, a "springboard" for reaching other news outlets. He arranged book tours at dog clubs and small retail chains such as Joseph-Beth Booksellers, which raffled off displays featuring stuffed Labrador retriever puppies and Frisbees. So far, the book has exceeded anyone's expectations: 2.5 million copies are in print.

—PATRICIA RIEDMAN



## ForBiddenN

**Keith Ruby**

**CHRISTINE DOLCE**, a.k.a. "ForBiddenN," was among the first women to set up a MySpace profile in 2004. More than 1 million "friends" later, the 20-something has used the site to build a brand. This year she hosted the MySpace incarnation of a campaign for Unilever's Axe, appeared in *Playboy* and built her Destroyed Denim fashion line. Manager Keith Ruby, 30, who worked in production for MTV's "Jackass" before meeting Ms. Dolce via MySpace, pegs her fashion brand at "mid-six figures" on the way to seven. The team now has sites at forbiddenxo.com and destroyeddenim.com, which volunteers to wreck your favorite denim.

—JACK NEFF



## Burt's Bees

**Mike Indursky**

**THE BUZZ** around Burt's Bees keeps growing. Sales reached \$100 million in 2005 and have been rising at more than 20% annually. That places it in good company in the natural personal-care niche, thanks mainly to PR and novel distribution. Besides the usual natural-food and drug stores, Burt's is also in book stores and other specialty outlets. College students in a Harris Interactive poll earlier this year ranked Burt's behind only Ben & Jerry's and Newman's Own among top socially responsible brands. "People are getting much more concerned about what they put in and on their bodies, and how it affects the environment," says Mike Indursky, 45, chief marketing and strategic officer.

—JACK NEFF



MICHAEL NAGLE

## Trader Joe's

**Dan Bane**

**NOT MANY** retailers can say they have fan clubs. For the fast-growing 260-location Trader Joe's, known for its bargain, gourmet private-label offerings, an avid following is evident on sites such as trackingtraderjoes.com and traderjoesfans.com. The chain is run by CEO Dan Bane, who buys direct from vendors to cut out the middleman. Touting low prices—from its famous Two Buck Chuck wine to organic chicken broth for \$1.99—is an art form of well-crafted words. The chain spreads the news via word of mouth and a newsletter filled with recipes, cartoons and pitches such as this one found in October: "You don't have to join a club, carry a card or clip coupons to get a good deal."

—MYA FRAZIER



GAMMA

## Zara

**Amancio Ortega**

**ZARA FOUNDER** Amancio Ortega, 70, has built a phenomenon by getting what's termed "fast fashion" into store windows ahead of the curve. The division of Spanish retailer Inditex, the largest specialty-clothing company in Europe, has turned the industry on its ear by delivering merchandise to stores twice a week. That gets shoppers back for more as Inditex expands in the U.S. and Asia on top of its well-entrenched European base. Zara is the largest chain among Inditex's more than 2,700 stores worldwide, including a handful of stores in the U.S. It bucks other retail conventions, too: No outsourcing; all clothes are designed and manufactured in-house.

—MYA FRAZIER



CW GRIFFIN

## Claire's

**Marla and Bonnie Schaefer**

**SINCE TAKING** the helm of Claire's Stores in November 2002 from the chain's longtime CEO, their father, Co-CEO sisters Marla and Bonnie Schaefer have led the 2,928-store chain into a new chapter of growth by revamping the marketing and overhauling the in-store layout. "Prior to our changes, the store was sending out too many mixed messages and the product was getting lost in the confusion," the CEO team notes in a statement. The chain, with a market capitalization of \$3.4 billion, is dedicated to selling costume jewelry and trinkets with an average price of \$4.38 to the tween demographic, from Hilary Duff scents to Mary-Kate and Ashley jewelry lines.

—MYA FRAZIER



**WHAT'S THE BEST** way to grab the attention of a stay-up-late, technologically sophisticated, but cynical crowd? How about throw them an exclusive weekend party at a secret desert location? That's exactly what Microsoft Corp. did with its Zero Hour event to launch its second-generation video-game console, Xbox 360. But even before that, the marketing led by

## Xbox 360

**Peter Moore**

Peter Moore, corporate VP-interactive entertainment business, had created buzz by announcing the console not at the seminal E3 game expo, but on its own MTV special, and with advertising featuring no game play but rather double-dutch jump-roping and an invitation to "Jump In." The result? The Xbox 360 became a must-have; by July 2006, more than 5 million had already sold.

—BETH SNYDER BULIK