

MCSWEENEY & ANTMAN'S OCCASIONAL UPDATE VOLUME 3 NUMBER 2

From the corporate branding and strategic marketing communications firm
McSweeney & Antman.

Welcome to the latest edition of McSweeney & Antman's Occasional Update, our periodic compilation of useful information and interesting news. If you wish to unsubscribe, just reply to this e-mail with the word "unsubscribe" in the subject line.

As always, we welcome your thoughts and comments. Please send greetings, gripes and other correspondence to michael@mcsweeneyantman.com.

1. NEW CLIENTS AND NEW STRATEGIC PARTNERS

McSweeney & Antman welcomes its new client **WMD Capital Markets, LLC**, a privately held specialty investment company that purchases complex, less liquid and distressed real estate mortgage loan portfolios and securities.

McSweeney & Antman also welcomes its new strategic research partner, **The Guild Group**. Information about McSweeney & Antman's strategic partnerships in research, design, media relations, and sales consulting can be found by following the company links on our home page at www.mcsweeneyantman.com.

2. MCSWEENEY & ANTMAN NEWS

Luminair Film Productions, Inc., www.luminair.com, has optioned the rights to McSweeney & Antman principal Michael Antman's novel *Cherry Whip* (www.encycpress.com/CW.html) for a feature film. Production on the movie version of *Cherry Whip* will begin next year upon completion of production financing.

One of America's premier graphic designers is Chip Kidd, whose work is featured in the new book *Chip Kidd: Book One, Work: 1986 - 2000*. The book, an oversized compilation of some of the most creative book-cover designs of recent times, is reviewed by McSweeney & Antman principal Michael Antman at

www.bookslut.com/nonfiction/2006_04_008451.php; other book reviews by Michael Antman, as well as his new column on neglected books of the 20th Century, "Afterwords," can be found at www.bookslut.com, one of the Internet's most-visited and best-known literary sites.

Michael Antman's article on qualitative research techniques, "Five Simple Techniques for Getting Better Results from Qualitative Research," can be found at the popular online marketing website MarketingProfs.com, <http://www.marketingprofs.com/login/signup.asp?source=/6/antman2.asp>. Other articles on marketing, advertising and research topics can be found at the McSweeney & Antman website, www.mcsweeneyantman.com, including this one <http://www.mcsweeneyantman.com/index.asp?page=10&content=15> on why it is that the vast majority of business-to-business advertising is so uncreative, ineffective and visually unappealing.

Please note that McSweeney & Antman's mailing address has been changed to:

McSweeney & Antman

424 Prairie Avenue

Wilmette, IL 60091

Our e-mail address remains michael@mcsweeneyantman.com or info@mcsweeneyantman.com and our telephone number is 847-920-1252.

3. "A CULTURE OF SEAMLESS SERVICE"

The June 7 *Wall Street Journal* contains an illuminating interview with Howard Draft, the Chairman and Chief Executive of Draft FCB Group (the product of a recent merger between Interpublic's Foote Cone & Belding and its direct-marketing unit, Draft.) Here's an excerpt from the interview, which is subtitled "A Culture of Seamless Service," and which addresses the issue of agency integration and, indirectly, the still-misunderstood concept of integrated marketing communications:

"WSJ: The ad holding companies have long promised that their operating units can work together for the betterment of clients. Does the Draft/FCB move suggest the holding company model of keeping these practices separate is flawed?"

Draft: Everything that is new is old. Thirty years ago you went to an ad agency and it could do everything. Then we created the world of specialization. You don't just go to a doctor any more -- you go to a specialist. The world of specialization changed the advertising model. What I believe is that the consumer is so bombarded from so many messages, the first agency that reinvents itself to the old fashion (sic) model, where client (sic) can get everything best in class, under one roof, wins. I believe you will see more holding companies go to the model we are talking about."

The implication of what Draft is talking about is the integration of all messages, message-delivery mechanisms, and agencies so that all are working together efficiently on the basis of a common strategy with no overlap and no divergent messages to confuse target audiences, and so that different communications vehicles reinforce each other instead of working at cross purposes. It's a straightforward idea but one that too many agencies, large and small, still just don't get. For more on the value of integrated marketing communications, click here:

<http://www.mcsweeneyantman.com/index.asp?page=10&content=16>.

INTERESTING LINKS

Here are some new marketing and sales websites that are well worth looking into:

SalesPractice.com (www.salespractice.com) is an online sales and marketing community.

MarketingProf's new blog, <http://blog.marketingprofs.com/> is a valuable resource for marketing professionals and a great read.

And Tom Asacker, author of the marketing book *A Clear Eye for Branding*, has a worthwhile article on advertising effectiveness at www.acleareye.com/thoughts/Article041906.pdf.

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