

MCSWEENEY & ANTMAN'S OCCASIONAL UPDATE VOLUME 4 NUMBER 1

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. INTRODUCING MCSWEENEY & ANTMAN'S AGENCY-SEARCH CONSULTING SERVICE

McSweeney & Antman recently introduced a new agency-search consulting service, designed specifically for mid-market corporations looking for a mid-sized advertising agency or public relations agency. We recently successfully completed one such search, and, in the process, have learned that, in the Chicago area, at least, there are virtually no other firms helping non-Fortune 500 corporations find the best agency for their needs. With nearly 30 years of experience in the agency business, McSweeney & Antman President Michael Antman can design an inclusive, objective and streamlined search process for your firm. For more information, contact us today at michael@mcsweeneyantman.com.

2. OTHER RECENT PROJECTS

In addition to the recent agency-search assignment, other recent McSweeney & Antman projects include copywriting and placing articles for several different clients in trade publications; writing an op-ed essay for placement in a national news publication; designing an integrated email, radio, postcard, and print advertising campaign that more than doubled attendance at a client's annual conference; writing and directing the redesign of a client website; naming a company's new division; and directing several international public relations initiatives.

3. ARE YOU UNDERSTANDING WRITING THAT YOU DON'T UNDERSTAND?

Everyone's heard the common complaint that America is becoming less literate, but the onus for this alleged circumstance is nearly always placed on the reader (or, rather, non-reader) rather than where it often belongs, on the writer. We

seem to have lost the ability to write clear, comprehensible copy that instantly communicates its point.

Check out our new article on this topic at <http://www.mcsweeneyantman.com/index.asp?page=10&content=25>. The piece is titled “Are You Understanding Writing That You Don’t Understand?,” and if you think that’s a strange and even sub-literate title, wait until you see the ads that inspired it.

(Incidentally, we’re offering a free prize for readers who can satisfactorily answer one simple question posed in the article.)

A slightly longer version of the article can be found in this week’s edition of MarketingProfs.com, the Internet’s leading resource for marketing professionals, at <http://www.marketingprofs.com/7/understanding-ad-copy-you-dont-understand-antman.asp>

You’ll note that the editors of MarketingProfs quite sensibly changed the title of the essay to “Have We Lost the Ability to Write Comprehensible Copy?,” which is at once less ironic and, fittingly, more comprehensible, than the original title.

4. ONLINE IS NO LONGER JUST ANOTHER ADVERTISING OPTION

In the early days of Internet advertising, banner ads were one-dimensional, on-screen analogues of magazine display ads. It was understandable, then, that the Internet was considered just another venue for ads, just another option to be considered when constructing a media plan.

Not anymore. As James B. Stewart, writing in the May 23rd *Wall Street Journal*, puts it: “It’s becoming apparent that Internet advertising, in its myriad permutations, isn’t just a new variation on traditional advertising. The ability of online advertisers to place information in highly targeted contexts in which users can click through to further information and even make purchases seems so revolutionary that it can hardly be called advertising at all.” Stewart could easily have added any of a number of other recent innovations, such as the ability of Internet advertising to follow individual users from site to site, based on their browsing preferences.

All of this may seem beyond obvious to experienced online advertisers, especially on the business-to-consumer side, but it’s worth noting even for those companies that do little or no selling on the Internet.

As Ted Mininni puts it, writing on the online marketing site MarketingProfs (www.marketingprofs.com), and citing a thirty-country consumer survey by WPP’s Group M, a consulting firm that places more than \$2 billion in online

advertising in 2007, “(the survey indicated that) ‘all marketers—not just those who transact business on the Internet—need to have an online presence regardless of how much (or how little) product they sell in cyberspace’...Bottom line: consumers want and expect brands to have an online presence, whether or not they choose to buy items that are seldom purchased on the Internet. The study cites that ‘the channel (referring to the Internet) has become a key part of the purchase funnel and therefore a process to be managed.’”

5. AN ALL-CONSUMING WEBSITE

Here’s a fun site that offers an interesting perspective on contemporary ephemera, consumer culture, and marketing: www.consumatron.com. The author, Kevin Elliott, posts incisive reviews of literally every single thing he purchases, from green chile tamales to CTA transit cards to a trip to New York. Kevin is a young writer who served ably as a research assistant on McSweeney & Antman President Michael Antman’s new non-fiction book, *Searching for the Seagull Motel*.

6. A WALK ON THE WILD SIDE OF WALL STREET

A review by McSweeney & Antman President Michael Antman of a new anthology of crime fiction set in the financial world, *Wall Street Noir*, can be found on PopMatters, an online cultural magazine with more than one million unique visitors every month. The review, which can be found here <http://www.popmatters.com/pm/books/reviews/41729/wall-street-noir-by-peter-spiegelman-editor/>, criticizes many of the stories in the anthology for their inability to plumb their characters’ motivations. There are other stories in the anthology, however, that are a lot of fun – if a little lurid and utterly unrealistic.

7. INTRODUCING MCSWEENEY & ANTMAN’S NEW INTERNS

McSweeney & Antman’s new interns, Katherine Kulczyk and Raji Chadha, are recent graduates of Columbia College. Raji and Katherine will be assisting the firm in various areas, including formatting of documents and the McSweeney & Antman newsletter, website updates, party and special-event planning, bookkeeping, travel planning, appointment-management, and database tracking and management.

Please note that McSweeney & Antman's telephone number has been changed to:
847-636-2715

Our mailing address remains:
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