

McSWEENEY & ANTMAN'S OCCASIONAL UPDATE NO. 3

From the corporate branding and strategic communications firm **McSWEENEY & ANTMAN**.

Welcome to the latest edition of McSweeney & Antman's Occasional Update, our periodic compilation of useful information and interesting news.

As always, if you wish to unsubscribe, just reply to this e-mail with the word "unsubscribe" in the subject line.

1. NEW McSWEENEY & ANTMAN CLIENTS

McSweeney & Antman welcomes **Panasonic Factory Automation** to our client roster. We are providing marketing communications services to Panasonic.
www.panasonicfa.com/index2.shtml.

McSweeney & Antman recently began providing marketing communications services to **Loreto Services and Technologies**, a technology services firm headquartered in suburban Chicago.

For a full list of our current clients, please visit our Web site at www.mcsweeneyantman.com.

2. NEW ISSUES AND CRISIS OFFERING

Over the past few years, the reputations of a growing number of organizations have come under attack—sometimes through their own actions, sometimes through external events beyond their control. McSweeney & Antman's principals have helped numerous companies use communications to get out in front of and manage these difficult situations. We recently distilled our extensive experience into a distinct issues and crisis communications service offering. The offering has a particular focus on financial, legal, and regulatory matters. For more information on our Issues and Crisis Communications service, visit our web site at www.mcsweeneyantman.com/index.asp?page=4.

3. ARE YOUR PEAS FROM THE VALLEY OF THE JOLLY GREEN GIANT?

BusinessWeek Online recently reported on a survey www.businessweek.com/bwdaily/dnflash/oct2004/nf20041014_4965_db035.htm#SURVEY that showed the vast majority of consumers were unable to identify the companies behind many taglines/slogans even after the companies have spent millions or even hundreds of millions of marketing dollars to establish them. M&A principal Michael

Antman considers the question, "should slogans have a 'sell-by' date?"
www.mcsweeneyantman.com/index.asp?page=10&content=6.

4. QUIET PERIODS AND QUALITATIVE VITAL SIGNS

Two recent initiatives highlight the importance of effective investor communications. The Securities and Exchange Commission has proposed relaxing the rules for the so-called "quiet period" surrounding public securities offerings.

<http://www.sec.gov/news/press/2004-150.htm>. And a new survey from Deloitte argues that "financial statements do not provide a complete picture of the soundness of a company."

http://www.deloitte.com/dtt/cda/doc/content/dtt_audit_InthedarkFINAL2_101304.pdf

Amen to both initiatives. The existing IPO regulations place individual investors at a disadvantage; excluded from the road shows for institutional investors, they have had to rely solely on the legalese in the prospectus to make an investment decision.

With regard to the Deloitte survey, as we referenced in an opinion piece on corporate branding from our last newsletter

<http://www.mcsweeneyantman.com/index.asp?page=10&content=4> financials alone are narrow and backward looking, and relying solely on them is like driving a car while looking in the rear view mirror. While the market still overreacts to the latest quarterly EPS, savvy investors do look beneath the financials to how the company produces its results—that is, how it creates value. Firms that distill their value-creating ability, use it to put the financials in context, and communicate it in a clear and compelling manner can earn multiples that more accurately reflect their long-term potential.

5. CHERRY WHIP NOW AVAILABLE

McSweeney & Antman principal Michael Antman's new novel, "Cherry Whip," is now available for purchase from ENC Press www.encpress.com. It's the funny and poignant story of an eccentric musical genius from Japan and his struggles to survive a mysterious illness, an unfaithful girlfriend, an overbearing father, and the trials and temptations of a vividly realized New York City. "Cherry Whip" is ideal for book clubs, makes a great holiday gift and, best of all, *has nothing whatsoever to do with marketing or advertising!*

6. 2005 BUDGET SEASON

The 2005 budgeting season is well under way. If you are in the process of developing 2005 marketing/marcom budgets, McSweeney & Antman can help you get the most for your money. We'd be happy to sit down with you to offer our counsel on how to integrate marketing and marketing communications with sales, how to enhance the effectiveness of your marketing programs, and where to spend your marcom dollars for maximum returns. Just call or e-mail us and we'll set up a meeting at your convenience.

7. 2004 HOLIDAY SEASON

This is our last M&A Occasional Update for 2004. We would like to wish all of our friends a happy holiday season and a prosperous new year. See you in 2005.

CONTACT MCSWEENEY & ANTMAN

As always, we welcome your comments, questions and suggestions. Please contact Dennis McSweeney at dennis@mcsweeneyantman.com, Michael Antman at michael@mcsweeneyantman.com and Riva Aidus-Hemond at riva@mcsweeneyantman.com.