



Creative Pick:  
Zappos: [The World's Fastest Nudist \(TVC\)](#)

Client: Zappos  
Agency: Agent 16, NY

Just like the Naked Cowboy, the Naked Runner exists in NY. The Naked Runner sprints around New York wearing nothing but a fanny pack, promoting that Zappos now sell clothes too.

## Agency News: [Acct. Movements](#)

1. Minneapolis marketing-servicing giant Carlson Marketing was sold to Group Aeroplan for \$175 million—merging of the two top global companies.
2. Mountain Dew is turning to consumers for marketing three new line extensions—crowd-sourcing is becoming more popular.
3. Cliff Freeman & Partners slips into history books. The demise of this one-time creative hotbed will have sadly little effect on the much-changed marketing business of today.
4. Power shifting at IPG as McCann's Domination wanes—CEO Michael Roth has been put in the catbird seat.
5. The third-quarter revenue of the world's biggest advertising company, WPP, has dropped 8.7%, compared to the year-ago period.
6. Duncan Milner Ascends at TBWA/Media Arts Lab.

## Media: [ESPN & Toshiba partners](#)

ESPN and Toshiba have joined forces in order to market to the common sports fan. They will now have commercials that include a humorous approach, and more geared toward sports. The advertisements will demonstrate how ESPN fans can use the specific products. This is very different for technology ads, which usually go the

serious route when reaching their audience. As part of this venture, Toshiba will also sponsor a weekly segment on "Sports Center." Toshiba is hoping that these advertisements will help the company to tap into the market of sports fans.

## Global News: ["The U.K. Conservative Party Goes Digital In The Upcoming Election"](#)

In the U.K. it is illegal to have any political campaigning on television or radio. As for the newest election the traditional conservative party, the Tories, have begun using digital media to advertise their candidate David Cameron to appeal to a younger audience. Digital is playing a major role in getting him recognized creating his own internet video diary on his site and his 45-second ad, by EURO RSG, on digital music site Spotify. Cameron's campaign approach is quickly catching on in the political realm and is quickly changing the traditional method of the U.K.'s political campaigning.

## I like advertising, but I'm not a Creative. What else can I do? (Part 2)

**Media Buying/Planning:**  
Responsible for placing advertising where it will reach the right people, at the right time, in the right place, and in a cost-effective way. Planning and buying media is exciting and challenging

because ways of communicating are constantly changing and becoming more complex. They make crucial decisions such as deciding what print or broadcast media a client's ad should appear in or selecting the best opportunity or event for product placement. When working on a particular ad campaign, media planners discuss the goals of the marketing strategy as well as a description of the potential consumer.

Once the media plan has been developed, presented to the client, and approved, the media buyers begin negotiations for space and time in the appropriate media. Buyers must find and reserve available space and time and negotiate the best price. Buyers are responsible for the maintaining the client's media schedule and building and maintaining relationships with television, radio, print and other media outlets. Successful candidates will have strong general business skills, aptitude for working with numbers and statistics, and good computer skills.

**Traffic:** schedules and coordinates every print job in the agency. Once a print ad is created, they are responsible for moving it smoothly through the agency. The traffic department ensures that additions and corrections are handled promptly, necessary approvals are obtained, and the entire job arrives at the publication on time. Candidates for traffic should be attentive to detail, have good organizational skills, and have effective negotiating skills.

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