



Creative Pick

Brand:
Rock Band

Agency:
RDA Integrated

Post Work and
Effect Supervision:
Smoke and
Mirrors NY

Using CGI and real footage, RDA Integrated made the Beatles look as if they were grooving down the street with a crowd of fans.

Agency News: Agency Movements

1. Veteran creatives Geoff Edwards and Mauro Alencar and operations brain Jeremy Brown have opened the doors to Dojo, a San Francisco-based agency backed by Brazil's ABC Group.
2. WPP-owned Oglivy & Mather is conducting another round of cuts, this time shedding 4% of staff across its North American operation.
3. Bill Ludwig will become Warren, Mich.-based Campbell-Ewald's chairman-CEO on Jan.1.
4. JetBlue Airways and its creative agency, WPP-owned JWT, are splitting up, despite the four-year cooperation.
5. Reckitt Benckiser has consolidated its \$1.3 billion global traditional and digital media account for its 17 Powerbrands with Havas' and Publicis' media groups.

Media Works: Holiday (and Weekly) Tradition: NFL Rules Ratings Race

This past Holiday weekend was very busy for television watchers, as this is the time of year when networks reach their highest ratings. NFL Football was the leader in ratings over the Thanksgiving weekend, with NBC leading the pack, followed by ABC, CBS, and, FOX respectively. Football wasn't the only programs be-

ing watched however, Fox's Animation Domination rose overall, while ABC shows like ExtremeMakeover: Home Edition, Brothers and Sisters, and Desperate Housewives all hit season lows.

Global News: DDB, Toronto, Creates Subaru Ad With Help From Snuggie Infomercial

The top 100 global advertisers spent over 62% of their media budget outside the United States. 11 of the 44 U.S. agencies alone spent over half of their ad sales budget in international markets. China is a growing competitor in ad sales and accounts for over 27% of the Global 100's media spending. Overall, ad spending in the top global 100 advertising agencies rose 3.1%; however, for U.S. agencies alone ad spending dropped 3.7% in the past year.

Digital: Sports Illustrated Reads Digital Version for Tablets

To be a part of the anticipated new digital computer called the tablet, Sports Illustrated developed a digital version of the magazine with special features and additions. The SI tablet is intended for readers to be able to sort through the articles, post comments, play games and order upcoming issues. SI said they created a version for the tablet because they expect it to be the next popular technology

and have been anticipating its arrival for a long time. The tablet is said to be available in the later half of 2010, and Apple's version is expected to cost around \$1,200.

I like advertising, but I'm not a Creative. What else can I do?

Do you know that not everyone in an advertising industry is a Creative who create ads/ commercials? There are actually a lot of different talents who work in the industry. In the next few AdBuzz issues, we will introduce to you the different positions in the industry.

Broadcast Production

Responsible for making the TV or radio spots created by the agency's creative team. Producers hire the right talent, director, location, editor, etc., for each ad. They also coordinate budgets, arrange network and legal clearances, and handle any last minute problems that may arise. Candidates should be attentive to detail and have good organizational skills and effective negotiating abilities.

Creative Pick (shown above)

Rock Band released an ad campaign for their new Beatles version of the video game. Using CGI and real footage, RDA Integrated, in cooperation with Smoke and Mirrors NY, was able to make the Beatles look as if they are grooving down the street with a crowd of fans.



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