



Creative Pick:
Client:
U.S. Cellular
Agency: Publicis
& Hal Riney

Giant shadow puppets of two rabbits that are separated across town finally reunited, promoting that U.S. Cellular brings those who are close to you even closer.

Agency News: [Account Movements](#)

1. General Motors is moving its U.S. digital production duties to MRM from the Digitas' Prodigious Unit, as part of a cost-savings effort by the carmaker.
2. PepsiCo is making major changes to its digital-advertising roster in order to refresh consumer communities, and its traditional agency partners are conspicuously absent.
3. IBM is shifting global digital duties from Digitas to Euro RSCG, representing an expansion of Euro's relationship with IBM.
4. The end of Chrysler's relationship with BBDO is near. BBDO's Detroit office, the one served as a major engine of its North American operations, will be closed in January.
5. New broader insurance programs help agencies control Ad-production costs.

Digital: [GM, Kellogg, Nestle Beat to the Tweet as Squatters Take Over Twitter Names](#)

Companies are starting to worry as many trademark names are being used in Twitter accounts. The Home Depot, Volkswagen, Ford and other Twitter accounts have been created and are leaving the real owners without the right to use their own names on Twitter. An account named Pfizer is even updating information about the company even though Pfizer did not create it, but the company does not plan to file a law suit because the updates are accurate.

Twitter has been hinting that a new "Twitter Pro" will be coming out soon for businesses and corporations so that the companies will be able to have accounts in their trade marked names.

Media: [Health Site Sharecare Recruits Dove, Dr. OZ for 2010 Launch](#)

The creator of WebMD, Jeff Arnold, is launching a new health media site [sharecare.com](#). Arnold hopes to generate more traffic to this site by using a celebrity doctor, Dr. Memhet Oz, and using corporate partners. Dove is the site's exclusive launch partner and will be answering consumer's questions about skin care. Sharecare also plans to partner with leaders on medicine such as: Johns Hopkins Medicine, Cleveland Clinic, and New York Presbyterian Hospitals. Companies like Sony Pictures Television, Harpo, and major medical institutions are also backing Sharecare.

Global News: [Montreal Firms Pitching Themselves As The Perfect Place For Test Marketing](#)

A group of Montreal agencies are banding together to become the ideal spot for experimenting with new ideas and products from U.S. agencies and companies. They are trying to pitch Montreal as a "living and breathing laboratory" to cities across the U.S. These Montreal shops believe they are the perfect place to keep the media from seeping in due to their language barrier and cultural isolation. MasterCard has

been one of the first to jump into this in 2006 and was very successful in doing so. They claimed "It turned out to be a perfect test market for us." The Montreal shops as well as Montreal's mayor are planning to come to Chicago later this month to attract brands like McDonalds, Motorola, Wrigley and Kraft.

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.

Print Production: responsible for the final output of a print ad. The print production manager is an expert in printing techniques and negotiating costs. He or she works within a budget to get the look an art director has in mind. The production department addresses issues such as mailing a brochure of an unusual size, the expense of printing in color, and selecting special printing techniques to achieve a desired effect. Candidates should be attentive to detail and have good organizational skills and effective negotiating abilities.

AAF General Meeting:

17/ Nov/ 2009

7pm

Location: TBA

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