



VICTORY ON AISLE 7

It started with a simple phone call: we've got a short-term media assignment, would you like to compete for it?

BI-LO, a chain of 200-plus grocery stores based in Mauldin, S.C., was looking for some help repositioning itself in the increasingly competitive supermarket category. Through a series of informal meetings, EP President Joe Erwin, Executive Creative Director Andy Mendelsohn, Media Director Bill Reynolds and others convinced the client to expand the assignment beyond just media to include their existing parallel search for brand strategy and creative development.

The initial assignment was to create a new brand identity for the 46-year-old chain. So the EP team dove in, attending hours and hours of discovery meetings to learn the true essence of the BI-LO brand. The team pored through existing research, attended focus groups and toured dozens of BI-LO stores — even working as baggers and stock clerks to understand the full BI-LO experience.

EP developed a new logo — actually, more than a hundred logos before settling on a final choice — along with a new brand promise, "Because it matters to you." The team even

came up with a unique way of delivering on that promise that, who knows, just might change things for grocers nationwide.

"It occurred to us that we could extend the BI-LO experience all the way to the customer's home, when they're unloading their groceries," said Associate Creative Director Cory Scheerer. "So we thought about color-coding the grocery bags, to help customers quickly find the stuff that needs to go in the refrigerator or freezer — blue bags for cold and green for fresh.

It's funny, but when the new store opened, the most popular feature might have been the grocery bags."

It's that kind of thinking that ultimately led BI-LO to name EP as its agency for all their advertising needs. Duties will include creative development, media planning and buying, interactive work, public relations and event support.

"Erwin-Penland has been a great strategic partner — committed, creative and responsive," said BI-LO Vice President of Marketing Carol Browning. "If the first few months are any indication, I expect this to be a long, mutually rewarding relationship." ■■



A FEAST FOR THE EYES

How do you combine food, wine and music into a clean, sophisticated and fun design that will appeal to an audience as broad as a Tuscan vineyard? That was the challenge the Erwin-Penland creative team faced when asked to develop promotional materials for this year's Southern Exposure, a three-day food, wine and music festival in the heart of Greenville — September 14-16.

EP came to the rescue for last year's inaugural event, providing creative support that helped make the initial effort an overwhelming success. This year's goal was to create a more concrete image of Southern Exposure, which is the brainchild of local restaurateur Carl Sobocinski and national recording artist and Greenville native Edwin McCain.

"Last year, we didn't have a lot of time and it was the first year of the event. The concept had to be direct and simple," says Associate Creative Director Joe Gilman. "This year, though, we had some time to conceptualize and we have an audience that is familiar with the event."

"We developed a lot of different concepts this year and went back to the drawing board several times. We knew there was something really special there," says Art Director Marc Del Vecchio. "Each time we drew closer to the image that the event organizers wanted to create, and I think that our final product really reflects that image."

The concept retains the simplicity and the sophisticated tone of last year, but this year's idea has an interesting twist. The design features musical instruments — from guitars to drums — that aren't quite what they seem.

One of the designs showcases a guitar that is actually a combination of many things: a plate, a steak, a loaf of bread, spaghetti and even a corkscrew. By merging all three aspects of the Southern Exposure experience into one, EP's creative team produced a fun concept that made people take a second look.

"When we presented the idea to our Southern Exposure clients, they couldn't focus on our presentation because they were just so into the design," says Gilman. "It took a lot of effort and collaboration, but we came up with a breakthrough, artistic way to sell this great event." ■■

3 DAYS OF FOOD, WINE & MUSIC
DOWNTOWN GREENVILLE • SEPTEMBER 14-16

Featuring renowned chefs such as Thomas Keller; music by Michael McDonald, Edwin McCain and Branford Marsalis; wines by Rudd, Far Niente, Row 11, and much more. For tickets and information, please visit southernexposuregreenville.com.

SOUTHERN EXPOSURE

Proceeds will benefit local non-profit organizations.

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EPROFILE

KARL DUNN ASSOCIATE CREATIVE DIRECTOR

Ask Karl Dunn if he has any regrets about leaving the center of the advertising universe to come to Greenville, and he'll respond with the kind of directness you'd expect from a New Yorker: "Yeah, that I didn't do it sooner."

Not that Karl doesn't value the time he spent working as a copywriter for such renowned agencies as Young & Rubicam, Lintas and Warwick. It's just that, like Columbus before him, he discovered that you won't fall off the edge of the earth if you leave the confines of the tri-state area.

"There's a feeling in big city ad communities that states if you're not part of it, then your work doesn't matter," says Karl, whose mild Yankee accent belies his Texas roots. "The perception that everyone else in the country is a second-rate talent just isn't true. These days, especially with technology, it's easier for talented people to do great work from anywhere they choose, without having to make the sacrifices that come with living in a city like New York, Chicago or L.A."

Karl admits he got caught up in the rat race. "A lot of the people I worked with acted as though they'd been raised by wolves," he says of the survival-of-the-fittest environment he left. "You're taught to constantly try and gain recognition through awards and promotions, often at someone else's expense, because you're afraid of being laid off the next time a client walks out the door."

Once Karl achieved a certain measure of success, he came to a startling conclusion: he didn't want to just write ads the rest of his life. That, coupled with a growing distaste for the torturous commute from his home in Westchester County to Manhattan, caused him to take on a different type of role as creative director/producer at Everett Studios in suburban New York.

"I enjoy the problem-solving aspects of communication," says Karl. "We have so many tools at our disposal —



events, videos, Web sites — that it's not just about full-page ads and 30-second spots anymore. I get very excited about helping to craft programs that use all of these tools together."

Karl's experience at Everett made him especially receptive to a phone call he received from Andy Mendelsohn, his former colleague in New York and now executive creative director at Erwin-Penland.

"Andy was a fish out of water in New York — a talented guy who actually had a soul," remarks Karl. "So when he told me I had to check out Greenville and Erwin-Penland, he was sort of preaching to the converted. I hopped on a plane, and the rest is history."

Since joining EP as an associate creative director, Karl says he's been gratified that his colleagues are more committed to helping their clients succeed than building their own portfolio. And he's enjoying his work on the Verizon Wireless business, where he's not only writing copy but helping shape the brand.

"Our 'How Sweet the Sound' campaign in Memphis is a great example of where this business is headed," says Karl. "Verizon Wireless is sponsoring the search for the city's best church choirs, and it includes events, ads, PR, a Web site . . . all the creative and viral elements you need to make an immediate and lasting impression."

Outside of work, Karl says he's still adjusting to life outside the Big Apple. He's frequently surprised at how much more affordable Greenville is — from the cost of housing to the price of a movie — and is still getting acclimated to the decidedly slower pace of life.

- **EDUCATION:** University of Texas
- **PORTFOLIO:** Worked on such brands as TWA, IBM, People Magazine, Lipton, Panasonic and Johnson & Johnson
- **FAMILY:** Karl and his wife, Mary, have two daughters, Megan and Katherine

"The incredible time we used to spend just doing routine, day-to-day things is just amazing," Karl said. "Everything here is just so much easier and so much more accessible. It's like we've been given our lives back." ■■



SPLAT THE MAT

It's like a scene out of an old Nickelodeon game show: with the click of a mouse, you can soak someone in a variety of household items, all in the interest of promoting automotive floor mats.

Faced with the challenge of demonstrating the amazing cleanability of YES Essentials floor mats from Milliken & Co., EPInteractiv developed a Web site that allows users to make a mess with a variety of items, then see firsthand how quick and easy cleanup can be.

The site, www.splatthemat.com, opens with a Flash movie featuring a spokesmodel extolling the virtues of YES Essentials — stain resistant, anti-static, with antimicrobial properties that prevent mold and eliminate odors. She then urges visitors to test the stain-fighting durability of YES Essentials mats by choosing from a collection of messes: ketchup, blueberry pie, coffee, potting soil or an ice cream sundae.



Click an icon and, from out of nowhere, the model and the mat are suddenly soaked with the stain of your choosing. Instantly, though, her two assistants arrive to clean the mat with just a towel, a little water and the magic of hyper-speed videography.

"We wanted to find an engaging, interactive way to show the benefits of YES Essentials," explains EPInteractiv Account Supervisor Kevin Purcer. "The site is both informative and entertaining, and really helps give the brand a personality."

Part of that personality comes from the cleanup team, played by resident EP characters Dan Cvammen and Matt Gaymon. But a lot of it comes from the spokesmodel, who tries in vain to maintain her composure each time a new mess is dumped all over her.



"She really got into the concept once we explained it to her," says EPInteractiv Creative Supervisor Rich Cutter, who drove concepting for the project. "She'll even egg you on if you take too long to select a stain. It makes for a fun user experience, which was one of our primary goals."

Building the site was no easy task — for instance, Flash Developer Mike Gowan spent countless hours creating a customized engine to ensure the videos would stream smoothly for the best possible user experience. But producing the actual video segments may have presented the greatest challenge.

"We did a trial run with about five gallons of ketchup and found it made way too big a mess," explains EPInteractiv Account Executive Jordan Teague, who cleverly concocted a mixture of black beans and Jell-O to simulate blueberry pie. "Each spill was so nasty that our goal was to get each scene right in the first take."

It wasn't easy, but the results were worth it. The site is receiving a steady stream of traffic, helped in part by banner ads on key automotive sites, a targeted satellite radio campaign, and mentions on several blogs. Dozens of visitors have also used the site's "Suggest a Spill" feature to propose new messes, which have included everything from motor oil to red nail polish.

Can you say, "Splat the Mat, Part II?" ■■



NEWS DIGEST

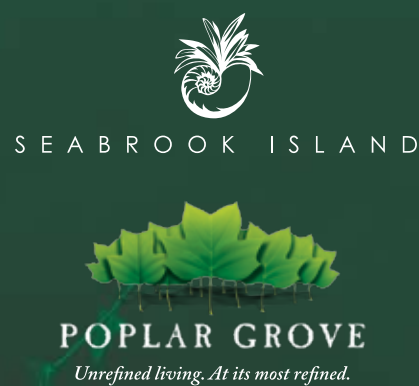
SEABROOK ISLAND

Erwin-Penland has been named agency of record to help promote home sales in two upscale communities on the South Carolina coast.

EP will provide a full range of services to enhance homebuyer interest in Seabrook Island, a 2,200-acre community set among pristine beaches and lush maritime forest 25 miles south of Charleston.

For Poplar Grove, an emerging 6,000-acre development also just a few miles from Charleston, EP will promote the property's rich natural beauty and commitment to conservation.

Both properties are being marketed by Seabrook Island Real Estate, which is owned and managed by the resident members of the Seabrook Island Club. ■■



NATIONAL ADDY® AWARD FOR EP

EP was the only agency in its district — which includes North Carolina, South Carolina and Virginia — to earn highest honors in this year's National ADDY® Awards, the advertising industry's largest creative competition.

EP's Gold ADDY award winner was a print campaign to encourage the purchase of half-season tickets for the Greenville Drive minor league baseball team. The unusual series of ads appear to be torn in half, showing just enough imagery and information to pique the reader's interest.

"It's incredibly rewarding and humbling for our efforts to produce great creative work to be recognized at the highest level in our profession," noted Executive Creative Director Andy Mendelsohn. "Hundreds of thousands of campaigns compete for recognition in the national ADDY awards, and the winners' list reads like a Who's Who of the advertising profession. It's nice to be in such good company." ■■

