

Every successful enterprise has in its history a collection of defining moments. Apple's introduction of the Macintosh computer. Franco Harris's "Immaculate Reception" for the Pittsburgh Steelers.

For Erwin-Penland, being awarded responsibility for local advertising across the country for the nation's leading wireless carrier, Verizon Wireless, is one of those moments.

Erwin-Penland will partner with one of its sister offices, Hill Holliday/New York, to handle what is believed to be one of the largest retail advertising accounts in the nation. EP and HH/NY had previously handled retail advertising for Verizon Wireless in the Southern and Northeastern U.S., respectively. Under the new arrangement, the two offices will share strategic planning and creative duties for all local market efforts across the United States.

"To have earned this opportunity from one of the world's most powerful brands is tremendously rewarding," says EP President Joe Erwin. "It's a testimony to the hard work and accomplishments of the dozens of men and women here at EP who serve Verizon Wireless, and the scores of others who've handled the account throughout our 19-year relationship."

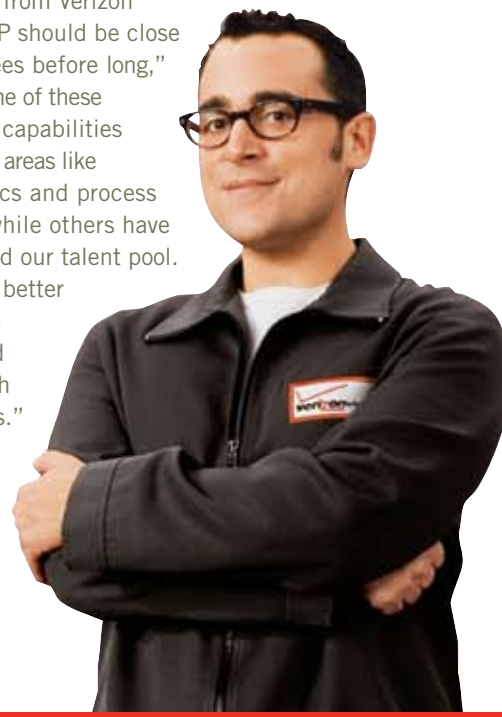
It all began with a simple postcard assignment for local wireless carrier Metro Mobile in

1989. As the wireless industry consolidated, EP competed for and won more and more responsibility, eventually becoming one of four agencies handling retail advertising for Verizon Wireless. One of the others was Hill Holliday, setting up an introduction that would serve as yet another pivotal moment in EP lore.

"We met the Hill Holliday folks several years ago at a Verizon Wireless planning meeting," says Allen Bosworth, executive vice president and director of client service who has overseen the account for EP since day one. "We kept in touch, and in 2004 we decided to join forces with Hill Holliday because we thought it would be a great fit culturally and help propel us to our next level of success."

The partnership was a key factor in Verizon Wireless's consolidation of the account, a move that has far-reaching implications for Erwin-Penland.

"We've already added a number of staffers to help us handle the additional work from Verizon Wireless, and EP should be close to 200 employees before long," says Allen. "Some of these folks bring new capabilities to the agency in areas like business analytics and process management, while others have simply deepened our talent pool. We're already a better agency because of our expanded relationship with Verizon Wireless."



## VERIZON WIRELESS WIN USHERS IN NEW ERA FOR ERWIN-PENLAND

## "HOW SWEET THE SOUND" HITS ALL THE RIGHT NOTES

As a standing-room-only crowd of more than 11,000 filled the FedEx Forum in Memphis for a gospel choir competition, Erwin-Penland Executive Creative Director Andy Mendelsohn — perhaps the only Jewish guy in the entire venue — couldn't stop smiling.

"Don't tell my family, but I'm thinking of converting," quipped the former Manhattanite while "Amazing Grace" filled the hall. "The performers are so passionate and the crowd is so enthusiastic, it's hard not to get caught up in the excitement."

Which is exactly what Andy and the rest of the EP team were counting on when they brought a campaign called "How Sweet the Sound" to client Verizon Wireless. This "Gospel Hour" meets "American Idol" idea is a prime example of how marketers are seeking new ways to reach consumers as the effectiveness of traditional vehicles like newspaper ads and TV commercials become more and more limited.

"As one of the most prolific advertisers in perhaps the country's most competitive category, Verizon Wireless certainly doesn't suffer for name awareness," said Allen Bosworth, EP's executive vice president and director of client service. "The question is, how do you really connect a brand with a community that may be hard to reach through traditional media?"

"We wanted to establish a more competitive posture in Memphis," said Robyn Duval, associate director of national advertising for Verizon Wireless. "Traditional advertising alone wouldn't get the job done. We needed to find a way to touch the heart and soul of the community."

EP's market analysis quickly identified the most promising demographic. Representing more than 60 percent of the population, Memphis's African-American community was not responsive to Verizon's traditional retail marketing tactics. To build rapport with this hard-to-reach audience, the agency tapped into a cornerstone of the city's heritage.

"Music is woven into the fabric of Memphis," said Andy. "It's the cradle of soul music, which drew its inspiration from the gospel music sung in African-American churches. We thought if we could create a celebration of the community's love of music, all people would view Verizon Wireless as truly being in touch with the heartbeat of Memphis."

The agency developed "How Sweet the Sound," a two-month contest seeking the best church choir in Memphis. The comprehensive campaign included a variety of components:

- An information packet, including entry materials and a high-energy DVD, that was mailed to some 1,800 congregations and which elicited more than 100 entries for the inaugural contest.
  - A Web site, [www.howsweetthesoundmemphis.com](http://www.howsweetthesoundmemphis.com), where visitors were able to learn about the competition and participants, subscribe to an e-newsletter and vote on the contest finalists.
  - Partnerships with local media outlets, allowing Verizon Wireless to greatly extend the impact of its media budget. ClearChannel's two Memphis TV stations, ABC 24 and The CW 30, along with its gospel radio station Hallelujah 95.7 FM, provided tremendous exposure for the contest, including two half-hour TV programs — one before and one after — highlighting the contest. *The Commercial Appeal* daily newspaper produced everything from polybags to ROP ads to programs for the contest finale.
  - Truckside ads and poster showings throughout the market, along with targeted placement of banners and table tents in the Peabody Place shopping mall across from the FedEx Forum.
  - A comprehensive public relations program that generated significant editorial coverage to complement the paid media effort.
- "How Sweet the Sound" POP materials displayed in Memphis-area Verizon Wireless stores.
- "We also sought to closely integrate the campaign with our product offering so we could effectively measure results," said Robyn Duval of Verizon Wireless. "We ran a special promotion during the campaign, offered videos of the winning choirs through our VCAST music service, and even encouraged attendees of the finale to take pictures with their camera phones and use our text messaging service to vote for the Memphis Favorite Award."
- In total, the campaign achieved more than 20 million gross impressions over a two-month period — not bad for a market of 680,000 households. And, because of the negotiated partnerships with local media outlets, the value of the exposure Verizon Wireless received was roughly four times its media spend for the campaign.
- While the sales and market share numbers are still being compiled, the company is also undertaking attitudinal surveys to determine how perceptions of Verizon Wireless may have changed as a result of the contest. At the same time, EP and Verizon Wireless are already exploring where to take the "How Sweet the Sound" concept next. ■



# EPROFILE

## JULIE QUARANTA ACCOUNT SUPERVISOR DIRECT MARKETING

If you spot Julie Quaranta on any given Saturday, you'll probably find her cheering on the local under-12 soccer team. An avid fan and proud "soccer mom," Julie has made the sidelines her second occupation in recent years, spending almost as much time there as she does at her real job: being Erwin-Penland's lead in-house expert on direct mail and one-to-one marketing.

Julie didn't always picture herself at an advertising agency; she left college with visions of graduate school and a career as a child psychologist. In the meantime, she fell into a job with a direct mail list company and, 10 years later, even she is surprised at how her degree in psychology has proven relevant.

"Knowing who my client is trying to reach is really the crux of what I do," says Julie, who joined Erwin-Penland in 2006. "Reaching the right audience allows our message to be as powerful as it can be, which allows us to really maximize our impact."

With a deep background in prospect list selection and consumer targeting, Julie says getting into the mind of the consumer is one of the most difficult and rewarding parts of direct marketing. With thousands of consumer and business lists out there, finding the right target audience is what all marketing, and particularly Julie's niche, is about.

"I absolutely love that process, which begins with knowing everything that you can possibly know about your current customer base and then researching and finding those prospects that look and act like your customers," she says.



- **EDUCATION:** University of South Carolina, Upstate
- **FAMILY:** Married, one daughter, one dog, one cat
- **FAVORITE VACATION:** Anywhere with a beach and fruity drinks!

Once she finds the exact audience her clients, which range from Advance America Cash Advance to Firehouse Subs, are looking for, Julie remains involved in the process to make sure the message matches the target audience.

"We have the best of both worlds at EP," she says. "We have talented and engaged creatives who develop outstanding direct mail pieces, and we have the capabilities to mine the data to locate the best of the best prospects to receive those pieces. In addition, our back-end analysis allows us to constantly refine our efforts for maximum effectiveness, which is much harder to do with traditional mass media."

The result is a one-to-one dialog with the consumer that can be a powerful weapon for increasing sales or reducing customer attrition.

"Julie is an exceptional talent in one of the most difficult areas of the advertising and communications process," said Allen Bosworth, Erwin-Penland's executive vice president and director of client service. "Penetrating the mind of today's media-saturated consumer is advertising's single greatest challenge. Julie's ability to break through that message-obscuring commercial clutter and identify the audience with whom our client's messages will resonate is a very powerful tool in the EP arsenal." ■■

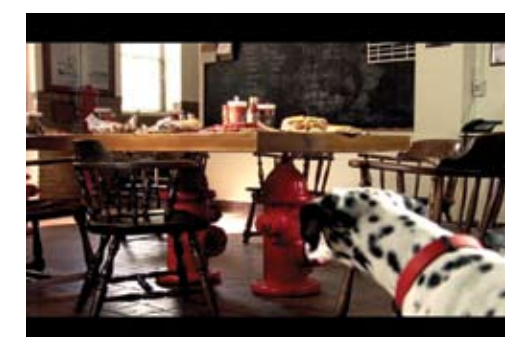
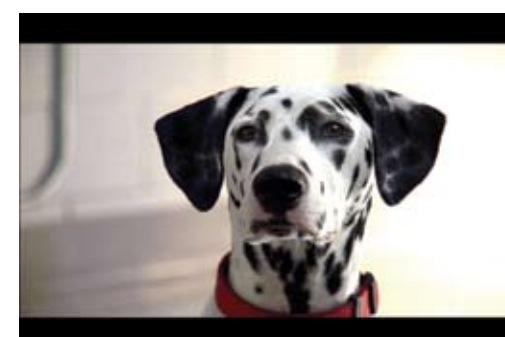
# NEW FIREHOUSE CAMPAIGN PUTS SUBS IN THE SPOTLIGHT

BUILDING ON THE SUCCESS OF A CAMPAIGN HIGHLIGHTING ITS AUTHENTIC FIREFIGHTER HERITAGE, FIREHOUSE SUBS HAS LAUNCHED A NEW MARKETING EFFORT THAT MAKES ITS SUB SANDWICHES THE . . . UMMMM . . . HERO.

"The past few years Firehouse Subs has been very successful building awareness around its unique identity," says EP Account Supervisor Jeff Howle. "We wanted to take that a step further by tying the brand to a signature product that would create an expectation in the minds of consumers for the Firehouse experience."

That product is the Hook & Ladder, a piping hot sub that combines smoked turkey breast and Virginia honey ham, smothered with Monterey Jack cheese and served "Fully Involved" — loaded with mayo, mustard, lettuce, tomato and onions.

To showcase the sandwich, a personal favorite of Firehouse Subs co-founder Robin Sorensen, EP developed a campaign that once again features real firefighters in their natural habitat: the fire station.



A TV spot shows firefighters gathered around the table for a meal of Firehouse Subs, but when the alarm sounds they quickly grab their gear and climb aboard — what else but a hook and ladder truck — while their faithful Dalmatian looks on. "The Hook & Ladder Sub," says the announcer, as a sub gets tugged to the edge of the table. "One bite and you'll be begging for more."

The spot ends with that cute Dalmatian, surrounded by sub wrappers, licking her paws. The print side of the campaign features a black-and-white shot of a firefighter sitting on a fire engine, his loyal Dalmatian at his feet. Above a gorgeous full-color shot of a Hook & Ladder Sub reads the headline: "This is his truck. This is his dog. This is his sandwich."

# FIREHOUSE

## NEWS DIGEST

### UNIROYAL TIRES

In addition to being a self-avowed expert on rednecks, TV host and "Blue Collar Comedy Tour" veteran Jeff Foxworthy now has a new area of expertise: Uniroyal Tires.

Uniroyal is sponsoring the Foxworthy Countdown, a weekly radio show that highlights the 25 biggest

hits in country music, along with celebrity interviews and other entertaining features.

As part of the sponsorship, Foxworthy lent his voice to a radio spot that pokes fun at people who think about incredibly insignificant things while they're driving, instead of paying attention to the tires that keep them in contact with the road.

"Uniroyal is made to last without costing a fortune," Foxworthy says in the spot, which ends with the tagline, "Uniroyal, for everything you value."

"The majority of Uniroyal's media budget is in radio, the bulk of which is spent on national network programming," said EP Media Director Bill Reynolds. "The show is a perfect fit for Uniroyal's target audience, and Jeff has a great relationship with his listeners." ■■

EPers Brittany Hunley and Jonathan Fish with Jeff Foxworthy and Jill Weninger, Uniroyal's marketing communications manager.



### EPINTERACTIV™

EPInteractiv recently won Best of Show in The W3 Awards for [www.splattthemat.com](http://www.splattthemat.com), an innovative Web site showcasing the unique features of Milliken & Company's YES Essentials automotive floor mats.

Presented by the International Academy of the Visual Arts, The W3 Awards are one of the web community's most prestigious competitions. EP earned Best of Show accolades in the Branding category, beating out a new corporate site for Rolex watches that earned a Gold award.

"We've been thrilled with the web traffic and buzz generated by 'Splat the Mat,'" said Stacy Walker, marketing communications director for Milliken Automotive, the automotive fabrics division of Milliken & Company. "To gain this kind of external recognition is tremendous validation that our branding efforts for YES Essentials are definitely on the right track." ■■



**This is his truck.**

**This is his dog.**

**This is his sandwich.**

There's a reason the Hook & Ladder Sub is the official sub of the Firehouse. We pile it high with Premium Smoked Turkey and Sweet Virginia Honey Ham and then we top it with Melted Monterey Jack Cheese and serve it up piping hot. Just one bite and you'll be begging for more.

**THE HOOK & LADDER SUB**

**FIREHOUSE SUBS**  
FOUNDED BY FIREMEN™

The campaign appears in-store, in print ads and in direct mail throughout the Firehouse Subs footprint. For the second year in a row, the TV spots are airing as part of Firehouse Subs' sponsorship of SEC and ACC college football on Lincoln Financial Sports.

"The Dalmatian is just another vehicle for expressing the authenticity of Firehouse Subs," says Group Creative Director Joe Gilman, who oversaw development of the campaign. "Same with the guy who does the voiceover — it's actually Captain Rob Sorensen, who's the father of the two founders of Firehouse Subs and a retired veteran of the Jacksonville Fire Department."

Can't get much more authentic than that. ■■