

Joseph Jaffe Credentials



Good Cop

One of the most sought-after consultants, speakers and thought leaders on new marketing, Joseph Jaffe is President and Founder of jaffe, L.L.C. (www.getthejuice.com) – a “New Marketing” consulting practice.

jaffe, L.L.C. works with both the buy and sell sides, offering a suite of strategic and creative services, agency relations consulting and training, and custom publishing and speaking opportunities.

His clients include MSN, Google, Reuters, CNET Networks, ESPN and the AAAA's.



Bad Cop

He has spoken to audiences in North America, London, the Netherlands, Turkey and South Africa and to companies including Yahoo!, JWT, Modem Media, Conde Nast and iVillage.

Prior to consulting, Joseph was Director of Interactive Media at TBWA\Chiat\Day and OMD USA, where he worked on clients including Kmart, ABSOLUT Vodka, Embassy Suites and Samsonite.

Joseph brings with him a diverse mix of both client and agency experience, on both the traditional and Interactive sides of the business.

In 2005, Joseph completed a landmark AAAA's White Paper on the birth and growth of the Media Services Agency/Independent.

To date he has authored over 300 thought leadership articles. His popular weekly column "Jaffe Juice" was recently re:launched as a new marketing blog. You can join the conversation at www.jaffejuice.com

His first book, "Life after the 30-second spot: Energize your brand with a bold mix of alternatives to traditional advertising" (Wiley/Adweek) will be released May 27th, 2005. Find out more at www.lifeafter30.com

Jaffe is a Senior Fellow at the Center for the Digital Future at the USC Annenberg School. He has also lectured part-time at NYU's Stern School of Business, Cornell's Johnson School of Business and Syracuse University.

Hailing from South Africa, Joseph lives with his wife and two children in Westport, Connecticut.

Presentations include:

- **“Life after the 30-second spot”** – This is Jaffe’s signature keynote presentation centered around his book. In it, he discusses the demise of the 30-second spot as the primary communications vehicle and in its place, the rise of bold alternatives to traditional advertising such as Interactive, Experiential Marketing, Long form Content, Communal Marketing, Gaming and On Demand Viewing.
- **Connecting with Buyers** – I was the buyer you were trying to reach; now I can tell you how to reach me
- **New Branding** – Branding is Dead. Direct Response is Dead. Enter New Branding and Branded Response. Knowledge of these two concepts may just save your job...
- **Integration** – Why Integration as we know it today will almost always fail miserably. The critical difference between vertical and horizontal integration and the sweet spot which exists when they come together.
- **How Technology will save the Media Business** – Could TiVo save the endangered 30-second commercial? Are magazines and newspapers doomed? What is the new role of content in a world where everything is free? The insights and conclusions may very well surprise you.
- **Integrating Interactive into the Media Mix** – A comprehensive and prescriptive overview and perspective on the role, value and suggested use of the Web
- **Creativity in Online Advertising** – A showcase and high-level overview of the predominant forces shaping the evolution of creativity online
- **“PowerPoint doesn’t suck; you do!”** – There are those who recommend against PowerPoint, but that might come from not understanding it; PowerPoint is an incredibly useful sales aid + tool, but only if its used correctly.

Speaking engagements include:

- **Digital Marketing Expo (New York, April 2005)** – <http://www.digitalmarketingexpo.com/digitalmarketing/index.jsp>
- **ConnectME! Conference (Stamford, April 2005)** – <http://www.contactadvocate.com/connectme/index.html>
- **Future of Media Conference Keynote (London, November 2004)** – <http://www.c21media.net/about/index.asp?area=77>
- **Battle for the Heart Keynote Presenter (8 cities, August – November 2004)** – <http://www.battlefortheheart.com/>
- **Integrated Marketing Communications Panelist, Health & Beauty Expo (September 2004)** – <http://www.hbaexpo.com/>
- **Breakfast with Jaffe Juice** – Keynote presentation on Online Branding: The Art and the Science – New York, Atlanta, San Francisco, Los Angeles, Chicago (June – October 2004) – <http://www.advertising.com/breakfastandjaffejuice/>
- **S.M.A.R.T. Marketing Keynote, June 2004** – http://www.excelerationtraining.com/pages/seminars_smart.asp
- **MediaWeek/Editor & Publisher Conference, May 2004**
- **Newspaper Association of America (N.A.A.) Innovator Dinner Series Guest Speaker/Moderator** – New York, Chicago, LA, San Fran, Detroit (May – October 2004)
- **Moderator and Panelist at @d:tech, New York and San Francisco, various (2002-2003)**
- **Content Developer, Master of Ceremonies, Presenter, Moderator, Panelist at iMedia Summits and Brand Summits**
 - Park City, UT (‘01, ‘02, ‘04), Tamaya, NM (‘02, ‘03), Keystone, CO (‘02), Bonita Springs, FL (‘03, ‘04), Scottsdale, AZ (‘03, ‘04), Beaver Creek, CO (‘03), Chesapeake Bay, MD (‘04), Scottsdale, AZ (‘04), Amelia Island (‘05)
- **Keynote, Performance-based Marketing Conference, Boston (Oct ‘03)**

- Presenter, OPA's Eyes on the Internet Tour, 8 cities, Feb – June 2003
- Master of Ceremonies, Eyeblander Awards, New York City (2003, 2002)
- Presenter, New Marketing and the Best Practices Challenge, Microsoft Strategic Account Summit, March 2003
- M.C./Keynote Presenter and Panel Moderator, Best Practices Roadshow, 10 cities, January – February, 2003
- Panel Moderator, Streaming Media East, Interactive Broadcasting, NYC, Oct 2002
- Panel Moderator, Adweek/Brandweek/IAB Interactive Broadcasting August 2002
- NAA Conference, June 2002, Denver, June 2002
- Goldman Sachs 3rd e-commerce and advertising conference, Las Vegas, May 2002
- High-level mentor/presenter at Interactive Project Lab Boot Camp, Toronto, April 2002
- "Niche Marketing" Panel Member, Ad Club, February 19, 2002
- "Big Ideas" Panel Member/"Judge" at IAB Annual Meeting, Dec 2001
- Presenter at Internet Workshop in Belgium on "Integrating Interactive into the Communications Mix"
- Creative Panel lead/moderator in MEDIA Magazine's "Forecast 2002"

Writing includes:

- "Jaffe Juice" on www.imediaconnection.com – a weekly thought leadership/commentary piece on new marketing: June 2002 – September 2004
- Re:launched as Blog at www.jaffejuice.com in March 2005
- MediaDailyNews on www.mediapost.com – a weekly thought leadership piece on interactive marketing: August 2001- June 2002
- Consulting Editor on Ad Age's i-Intelligence (May + November 2004) – a custom publishing piece on interactive/digital marketing + media
- Author of landmark White Paper on the birth and explosive growth of the Media Services Agency/Independent for AAAA's
- "Life after the 30-second spot: Energize your brand with a bold mix of alternatives to traditional advertising", an Adweek book published by Wiley, due out in Q2 of 2005

Press Includes

- Wall Street Journal (attached)
- New York Times
- Investor's Business Daily (attached)
- Ad Age
- Adweek
- Business 2.0
- Philadelphia Inquirer
- Oakland Tribune
- Tech TV

Resources

- Corporate Website: www.getthejuice.com



- Life after the 30-second spot Book Website: <http://www.lifeafter30.com>



- Battle for the Heart: www.battlefortheheart.com



- Jaffe Juice – blog: www.jaffejuice.com



- Jaffe Juice – articles: <http://www.imediaconnection.com/jaffejuice/index.asp>

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MEDIA & MARKETING

Advertising / By Brian Steinberg and Suzanne Vranica

Burger King Seeks Some Web Heat

Interactive Site Is Created To Promote Chicken Items To Young-Adult Market

BURGER KING HAS come up with a feather-brained Internet scheme to get young adults talking about its chicken offerings—and in the process, it's showing how big-name advertisers are latching on to underground marketing methods to get the job done.

Web surfers who have a yen to make a human being in a chicken suit dance, jump, watch TV or do pushups now have their chance, thanks to a Burger King Web site, www.subservientchicken.com. In a scenario that some may feel is disturbing, the bird appeals to voyeuristic tendencies and appears to interact with Web surfers through what seems to be a Web-cam window.

Surfers can also try to take advantage of the Internet's anonymity and command the chicken to perform obscene gestures, although with little effect. The chicken responds to lewd orders with a wagging wing, as if to say, "No, no, no." After hailing its fare as "fire grilled" in recent months, Burger King has received one of its most famous slogans: "Have It Your Way." A chicken that responds to hundreds of commands fits in quite well with Burger King's new approach.

The move signals the extreme creative lengths to which marketers will go to reach fickle audiences who are spending less time in front of the television and more time browsing the Web and playing videogames. American Express's attention-getting "Webisode"—a four-minute online commercial featuring comedian Jerry Seinfeld and an animated Superman—has sparked much buzz.

Marketers engaging in these sorts of techniques may have to give up the one thing they can always exert—control. "You don't know what is going to stick, and what's not going to stick. The smart companies are able to hit a home run more often than they strike out," says Joseph Jaffe, founder and president of Jaffe LLC, a Westport, Conn., new-media consultancy. "For the most part, it is three parts art, and one part science."

The Web effort comes amid a series of new marketing moves designed by Crispin Porter + Bogusky, a hot Miami ad agency known for embracing maverick promotional methods that tend to avoid traditional ad vehicles. Burger King represents a challenge, as it is known as one of Madison Avenue's most



The enigmatic **Subservient Chicken** is an interactive Web promotion for Burger King's chicken menu and its "Have It Your Way" slogan.

fickle clients. The company shifted the creative duties on its \$358.6 million account to Crispin from WPP Group's Young & Rubicam in January.

Designed by Crispin, the Web promotion represents a classic example of viral marketing—promotions that catch on via word-of-mouth rather than a flashy ad campaign on a more established medium such as TV, radio or a magazine.

"The intent here is to speak specifically to young adults in their 20s and 30s. These are people that are very internet savvy," says Blake Lewis, a spokesman for Burger King, which is controlled by Texas Pacific Group. "They are very ac-

tive. They may not mirror a lot of the traditional TV, newspaper or radio consumption patterns that older adults have come to adopt."

The subservientchicken.com Web site launched the evening of April 7, Mr. Lewis says, and only 20 people were told about it—all friends of people who worked at the ad agency. Some TV ads have flashed the Web address. Burger King says the site has received 15 million to 20 million hits. According to the agency, Web surfers have spent an average of six minutes exploring the fowl game.

Any excitement for Burger King couldn't come soon enough. The burger baron is under pressure to turn around a sales slump. In 2003, U.S. sales dropped to \$7.9 billion from \$8.3 billion a year earlier, according to estimates provided by Technomic, a Chicago food-service consulting firm.

Meanwhile, McDonald's increased its sales in 2003 to \$22.1 billion from \$20.3 billion while Wendy's International saw its sales jump to \$7.4 billion in 2003 from \$6.8 billion, according to Technomic. "Wendy's is quickly catching up to Burger King," says Dennis Lombardi, a Technomic executive vice president. "If BK doesn't turn the trend around, they will be No. 3 in terms of sales."

Liberal Radio Is Pulled Off Air in Two Cities

LOS ANGELES—Air America Radio, the new liberal talk-radio network, had its programming pulled from stations in Chicago and Los Angeles amid a contract dispute with Multicultural Radio Broadcasting Inc., from which Air America leases air time in the two cities.

Tony Wong, Multicultural's regional vice president, said in a telephone interview that Air America was late on a payment and that Multicultural considered the left-leaning talk network in default.

Mr. Wong declined to specify how late the payment was, how much it was for, or whether it applied to the Los Angeles station or the Chicago station.

"They are late," Mr. Wong said. "I don't want to elaborate."

Lawyers for Air America countered by filing suit in New York State Supreme Court against Multicultural. In the suit, Air America said it was pulled off the air as part of a dispute with Multicultural.

David Goodfriend, Air America's executive vice president and general counsel, said in a telephone interview that Multicultural had "double dipped" on air time at its Los Angeles station, leasing the

same air time to Air America and other third parties.

Mr. Goodfriend says there is no dispute over the Chicago station, WNTD, and that Multicultural pulled the programming in both cities as an attempt to "shake us down."

Multicultural operates 32 talk-radio stations in several languages around the country. Air America features left-leaning personalities such as Al Franken and Chuck D.

International Business Machines

International Business Machines Corp. received a multiyear, \$300 million contract to manage the North American service activities of Philips Consumer Electronics. The companies said IBM business consultants will redesign Philips's customer-service processes, which include parts logistics, contact centers, warranty entitlement and claims processing. Philips Consumer Electronics is a unit of Philips Electronics NV of the Netherlands. The work will begin in May.

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Consistency Is Key In Banner Ads

Stay On Same Message

Banner ads could evolve as the Internet changes, but they won't go away

BY DOUG TSURUOKA
INVESTOR'S BUSINESS DAILY

What's the key ingredient for a successful banner ad campaign?

Answer: Keep hitting consumers with the same, well-honed banner.

"Customers are drawn to banner ads because of their consistent, straight-forward message. The consistency is key," said Puneet Manchanda, an associate professor of marketing at the University of Chicago's Graduate School of Business.

Using the same message also helps consumers stay focused on your product even as they're inundated with ads from other advertisers, Manchanda says.

On the timing side, researchers have found it's better to expose consumers to a series of evenly spaced banner ads at various Web sites, rather than a single, massive cam-

paign.

Using the same banner also helps ensure it won't be confused with ads from other advertisers, a recent University of Chicago study says.

Some analysts aren't surprised banner ads are still clicking with consumers.

"The study's results make a fair amount of sense," said Charles Buchwalter, vice president of analytics for Nielsen/NetRatings. "A lot of people say the banner is dead and is going to disappear. But the numbers don't support that."

Buchwalter says proof of this is increasing use of nonstandard banner ads that are smaller or bigger than typical banners or use more interactive effects.

Joseph Jaffe, a Westport, Conn.-based digital media consultant, agrees.

"News of the banner's demise is much exaggerated," Jaffe said.

Jaffe says banners remain the simplest and most direct way to reach consumers online.

"Banners aren't going away any more than 30-second TV commercials are going away," Jaffe said.

At the same time, Jaffe predicts, banners won't stay in the same format we know today.

He says they'll keep evolving to stay relevant in an ad universe filled with more advanced and aggressive Internet ads.

Jaffe says consumers will soon see banners that fill entire screens and play rich interactive effects after you click or do a "mouse over" on them. These would be more sophisticated than banner ads that use moving images to draw consumer attention.

He also says banners can be used in combination with other Internet ads.

One example is the skyscraper, or large vertical online ad, that takes up more than five inches of space on a PC screen. A banner could sit on the same Web page with a skyscraper. Clicking on the smaller banner would cause it to share interactive effects with the skyscraper — like having images move from one ad to the other.

"These are just some ways banners can morph and create new benefits for advertisers," Jaffe said.

THE STATE OF ONLINE CREATIVITY

If you think that online advertising is made up mainly of banners and pop-ups, you're wrong. Broadband is breathing new life into the medium, but there is still a lot of work to be done.

By Joseph Jaffe



"FASTER THAN A T1 CONNECTION. More powerful than a superhighway. Able to leap tall buildings in a single click. Look on the Net: It's a TV commercial; it's a Webisode; it's...it's a winner!"

While you might not be entirely familiar with that particular rendition of the famous superhero phrase, American Express Co. certainly is. In fact, it has figured out a way to create the superhero of commercials: a supersized TV spot that doesn't feel like a commercial at all; a much sought-after piece of content that has injected new life into the career of comedian Jerry Seinfeld; a creative masterpiece that lives only online.

Following in the pioneering footsteps of BMWFilms, AmEx has been able to use the online medium to truly leverage its brand advertising investment in ways that were not possible just a few years ago.

Part of the reason for that is explained by the explosion of broadband, which has literally obliterated boundaries and barriers preventing the interactive space from flexing its creative muscles. When entire movies can be downloaded in a matter of minutes, the range of combinations and permutations of ideas and outcomes spikes by a factor of a googol.

Then there's the famous Honda U.K. "Cog" commercial, which I contend is the greatest online ad ever created. That's right—best online execution, which generated the Honda brand more impres-

sions than the biggest ad budget could ever buy, largely because it never cost them a cent to do so. The most widely distributed piece of creative in the Web's history was done so through word-of-mouth—or rather, word-of-mouse, as the power of viral marketing disseminated across the desktops of America faster than ... er ... a speeding bullet.

There are certain truths that are self-evident when it comes to the evolution, adoption and maturation of new media. For starters, no new medium ever replaces its predecessors, however innovative or advanced it purports to be.

From a creative standpoint, online couldn't be further from the remote and hypothetical scenario of "replacing" the Tony Soprano of media, the television. Certainly, when it comes to evaluating or critiquing the standard and quality of work online, most would use an adjective often associated with a vacuum cleaner. And yet the progress in the online arena has been astonishing—to the point where we might not even be vaguely aware of how far we've come in just a short time.

The broad-based perception of this medium is that it is still governed and infested by things that go pop in the night—for some of the most cherished and trusted brands, such as spy cameras, online casinos and travel sites. The reality, however, is that slowly but surely the quality and caliber of messaging is beginning to live up to

One of 2 pieces created for Ad Age's i-Intelligence, a 28-page custom special section on Interactive (published May 2004) As consulting editor, Jaffe compiled the special section, as well as moderated a C-level roundtable discussion (which included CMO's from Mitsubishi and Yahoo, Presidents of Carat Interactive and StarcomIP and CEO of iVillage)

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Voices JAFFE JUICE



Jaffe Juice: How Old Marketing Failed TiVo

Thursday, July 01, 2004

By [Joseph Jaffe](#), Editor at Large

This technology is the greatest thing since sliced bread, but it's just not selling.

TiVo is an anomaly. It has become the Hoover or Kleenex of the PVR category and is without question a consumers' darling. Not since the introduction of MTV, have consumers emphatically uttered, "I want my..." directly preceding the consumption of a brand of media. And while MTV changed elements of pop culture, TiVo seemingly changed everything. If you're a TiVo user, then you're be nodding your head right now at the assertion that once you went TiVo, there was no going back to the old way.

And yet, with all its passion and hyper-loyal consumer base, the most significant innovation in television history since the television has failed to make an incurable dent in the armor of the masses.


Why?


There are a number of reasons for this. I'll offer up the obvious ones and then introduce some less obvious observations.

For starters, some hold that the price point is still way too high to secure the hard-earned dollars of Joe Public. There are two components to TiVo's pricing -- the upfront chunk, which will no doubt continue to drop as Moore's Law wreaks its usual havoc with continued innovation, and the monthly fee, which is marginal and certainly comparable with a typical V.O.D. or premium movie rental cost.

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Announcing

Jaffe Juice on www.imediaconnection.com – weekly thought leadership commentary (June 2002 -)

Branded Response

A new hybrid model that redefines marketing.

With [Joseph Jaffe](#), New Marketing Consultant, "jaffe"—A New Marketing Consultancy



If you're tired of surfing through uninspiring TV commercials or sifting through piles of junk mail that add absolutely no quality to your life, you're not alone. According to Joseph Jaffe, a New Marketing Consultant and thought leader on interactive media, the worlds of online and off-line marketing have collided, spelling the end for traditional branding and direct marketing as we know them. "Traditional branding is dead, if it isn't tied to some meaningful differentiation or benefit," says Jaffe. "And direct marketing is dead if it only focuses on short-term actions such as conversion. Branding is the means; direct marketing is the end. But one without the other will not make it in this new world of consumer empowerment."

"In the past there's been a line between building a brand, which advertising has done well, and building a business through direct marketing. The major difference between them was that one was more long-term focused while the other more short-term. With the birth of the Internet, the line between them became blurred. Suddenly, long-term benefits were being evaluated using short-term success criteria," states Jaffe.

According to Jaffe, branding has never been thought of in terms of sales because branding was thought of as a means to an end—not the end itself. He considers this one of the most dangerous traps the industry has fallen into because he believes branding is all about building a business. As Jaffe is fond of saying, "Build a business through building a brand."

Prior to consulting, Jaffe was Director of Interactive Media at TBWA/Chiat/Day, where he developed marketing campaigns for Fortune 500 companies. When Jaffe would ask his clients what their objectives were, his clients would often tell him they were looking for a branding campaign. Yet when the campaigns were over, clients would inevitably ask how many leads were generated.

"The old way of marketing was—I spent X and I get back Y. If Y is greater than X, then I did my job. If it's less than X, then I didn't do my job. We've never broken it down to understand how one medium impacts sales compared to another. For example, when HP launched their "HP Plus You" brand campaign worth \$300 million, at the end of the day the launch is going to be evaluated against how much product was moved."

Jaffe believes that the worlds of branding and direct marketing are coming together to form a new hybrid called "branded response." This means branding has a response value at the top of the sales funnel where brand exposure is the first point on a continuum to eventual conversion. At the same time direct marketing on the internet can now translate interest and consideration into an intent to purchase with the immediacy of a few clicks. Combined, they deliver a powerful one-two punch.

Jaffe thinks CNET Networks GameSpot is a great example of technology bringing these two worlds together. Using a proprietary technology called TRAX, GameSpot has been able to quantify actions at every step of the consumer adoption process. For instance, when a new article is written on an upcoming game, typically a number of people read it and that action is registered as an *awareness* action. When a user reads a review, that's an *interest* action. Download a demo, that's a *consideration* action. Check a price or look for a retailer, you've

logged an *intent to purchase* action.

"Through thoughtful technology, CNET Networks has intelligently measured and evaluated the power of an action, demonstrating how the consumer adoption process ultimately feeds into the purchase. Instead of making it just about the purchase, they've demonstrated the power of an exposure or impression. At the same time, they're building awareness for the brand. It's just a smarter way of evaluating the process."

Prior to branded response, lead generation was typically categorized by somebody who purchased or inquired about buying a product. This new hybrid includes several important steps for lead generation and brand building that actually precede the buying of the product.

In the case of buying a car, there are many steps that take place before somebody locates their nearest dealer. First, there's deciding what's important in a car: Is it safety or sheer driving pleasure? Is it roominess or fuel economy? Then there's the step of deciding the category of car you're looking for. Eventually, the brand shortlist emerges and the price comparison step begins, where features and functions are compared. After deciding what car is for you, the next step might be, do you buy or lease? As with most steps of the consideration stage, these can easily be delivered (and tracked) online, at the user's convenience.

"There are many steps that precede the final buying trigger being pulled. The problem with many off-line campaigns is that they are being evaluated on the ability to drive that trigger—rather than the branding impact all the way down the line to the point where the consumer is ready to pull the trigger." Jaffe believes this trigger is the line where branding and direct response meet. He feels that to claim there's no branding taking place before the trigger is pulled is absurd—and to claim that no branding takes place after the trigger is equally absurd. "Branding without response is foolish, and response without branding is naïve."

Another hybrid branding response is Delta's "do you hate lines?" campaign about eliminating lines through self-serve check-in kiosks at the airport. Today, of course, every airline has them. But what's different about the Delta campaign is they've demonstrated their kiosks online. Users can walk through a simulated check-in and see how it works so that when they arrive at the airport they know what to do, minimizing confusion and saving valuable time. Busy travelers like that.

Should Delta measure the success of this campaign based on how many people book tickets on Delta.com? Perhaps. But ultimately their goal is to build their brand while shortening check-in lines. Through simplifying the process and making it more user-friendly, they've differentiated themselves from their competitors and own the concept of "do you hate lines?".

As more companies utilize the Internet's ability to create experiences and extend brand value through interactivity, Jaffe sees this new hybrid of branding evolving. "Yes, the worlds of branding and direct response are colliding. But we mustn't forget that one cannot survive without the other. And the Internet happens to do both really well."

The Internet has fused the two worlds of branding and direct response in a way that neither will ever be the same. Smart marketers are recognizing they now have the ability —probably for the first time—to achieve both goals simultaneously. Branded response defines this point where branding and direct response collide as the "sweet spot." Those marketers that have figured out where that sweet spot is will be the ones that will win with today's consumers.