

Advertising Club of Toledo 2008-2009 Program Series Sponsor

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## Sneak Peek

**Wednesday, May 20**  
 Monthly Luncheon Program  
 The Toledo Club  
 speaker: Jack Bredenfoerder,  
 Landor Associates  
 11:30 Networking  
 11:45 Buffet Lunch  
 12:00 Program

**Wednesday, June 17**  
 Monthly Luncheon Program  
 The Toledo Club  
 speaker: Erik Ibsen,  
 Downtown Arena Update  
 Welcome All Past Club  
 Presidents  
 11:30 Networking  
 11:45 Buffet Lunch  
 12:00 Program

**Friday, June 26**  
 Golf Outing "Tee Party 2009"  
 Stone Ridge in Bowling Green  
 Sponsorship opportunities  
 are available  
 visit the website for more  
 information

**Thursday, August TBD**  
 AdBASH  
 more information to come!

**Wednesday, September 16**  
 Monthly Luncheon Program  
 The Toledo Club  
 speaker: TBA  
 11:30 Networking  
 11:45 Buffet Lunch  
 12:00 Program

**Friday, October 9**  
 AdWORKS  
 The Toledo Club  
 10:30-6:00

Visit our website at [www.adclubtoledo.org](http://www.adclubtoledo.org)  
 for more information. To make reservations,  
 call Patty at 419.866.4199 or  
 email [director@adclubtoledo.org](mailto:director@adclubtoledo.org)

ACT Presents...

## Jack Bredenfoerder, Design Director and Color Expert

Wednesday, May 20

The Toledo Club

11:30 Networking, 11:45 Buffet Lunch,  
 12:00 Announcements, 12:15 Program

\$20 Members - \$25 Non-Members/Guests - \$15 Students



Jack Bredenfoerder,  
 Design Director and  
 Color Expert

Jack Bredenfoerder is a design director in the Cincinnati office of Landor Associates, specializing in color strategy, trends, and forecasting. When color becomes a critical issue, Jack offers his color expertise across

the "One Landor Network. He is internationally recognized as a color authority and has been featured in leading business, consumer, and design publications, such as the *Financial Times*, *Communication Arts*, *Advertising Age*, *I.D.* magazine, HGTV, and the *New Yorker*.

For the past three years, Jack has organized and recruited speakers for the Fall Trend Day event in Cincinnati. He also develops a yearly Mega Trend forecast that has been an invaluable reference for many of Landor's design teams. Jack often presents color strategy and color trend directions to professional associations, including the American Society of Interior Designers, Color Marketing Group, and the Event Design Forum. He is scheduled in June 2009 to present "The New Color Strategy" to the HOW international conference in San Antonio, Texas.

Jack is the immediate past president of Color Marketing Group (CMG), the premier international association for color design professionals. In his two-year term he increased CMG's international presence and presided over nine international meetings in Singapore, Chicago, Berlin, Tampa, Jaipur, Montréal, Bilbao, Buenos Aires, and Phoenix. Jack continues to serve on CMG's executive committee and board of directors.

Jack has studied the emotions of color with Leatrice Eiseman, international color authority and director of the Pantone Institute. He holds an MBA from Xavier University with a specialization in marketing and a BA from Bowling Green State University of Ohio with an art major in design and a minor in business administration.

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Angela Riddel  
President, Advertising Club of Toledo



AdWORKS is  
Coming! Save  
October 9, 2009  
in your calendar!

Even though  
Spring has  
sprung and the  
leaves are barely  
out on the trees,  
I invite you to  
think about Fall.

That's when the Ad Club will host its  
first annual AdWORKS event, on Friday,  
October 9 at The Toledo Club.

**What is AdWORKS?**

It's an intelligent answer to an important  
question: how can regional area busi-  
nesses improve the cost-effectiveness  
of their advertising and marketing  
efforts in a down economy? Everyone  
knows that the worst thing a com-  
pany can do is abandon its advertising  
strategy in a difficult market. The real  
question is how to get the most ROI out  
of what is spent.

The Advertising Club of Toledo has  
some of the most knowledgeable brand-  
ing and marketing strategy experts in  
the region among its membership. What  
better way to give back to the business  
community, make new connections and  
forge lasting partnerships than to share  
that expertise? Equipped with inval-  
uable knowledge about developing an  
effective marketing strategy, regional  
area companies are better positioned to  
make the right decisions about how to  
best spend their advertising dollars.

**AdWORKS Itinerary:  
FRIDAY, OCTOBER 9, 2009**

10:30 a.m. Registration check-in for  
attendees  
Attendees visit trade show area  
11:30 a.m. Begin seating for lunch  
12:00 p.m. Keynote Address: Mark  
LeBlanc  
1:00 p.m. Break/Visit trade show area

1:15 p.m. Workshop with MarkLeBlanc  
2:00 p.m. Break/Visit trade show area  
2:15 p.m. Breakout Session I (attendees  
select from among 4 topics)  
3:00 p.m. Break/Visit trade show area  
3:15 p.m. Breakout Session II (attendees  
select from among 4 topics)  
4-6:00 p.m. VIP Reception  
Booth Clean Up

Our keynote speaker is Mark LeBlanc,  
an expert in small business marketing.  
Check him out online at [http://www.  
smallbusinesssuccess.com/demo\\_  
video.asp?n=sp](http://www.smallbusinesssuccess.com/demo_video.asp?n=sp)

We are working with regional busi-  
ness associations and chambers of  
commerce to invite area companies to  
AdWORKS because we want them to  
know that advertising works! It is also  
our plan that the promotion of this event  
will serve as an example of the power  
of strategic marketing and advertising.

**How can Ad Club members  
get involved with  
AdWORKS?\***

- Host a table in the trade show area
- Serve as a panel expert during one  
of the breakouts (variety of topics  
available)
- Sponsor a breakout session on a spe-  
cific area of marketing
- Sponsor a portion of the event market-  
ing effort
- Purchase VIP reception tickets and  
invite your new contacts for a relaxing  
informal chat

\*You or your company must be a cur-  
rent Ad Club of Toledo member to host a  
table, or to lead/sponsor a breakout.

Contact Patty Schoepf for more  
information and details at [director@  
adclubtoledo.org](mailto:director@adclubtoledo.org)

Angela Riddel  
President  
Advertising Club of Toledo





ADVERTISING CLUB OF TOLEDO

## “Tee Party 2009”

Friday, June 26 at Stone Ridge

12:30 Lunch ~ 1:00 Shotgun Start ~ 6:00 Dinner/Raffle

Registration = \$400/foursome ~ \$125/individual golfer

### Sponsorship Opportunities:

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- Hole-In-One ~ \$500 (deadline = May 8)**
  - Foursome
  - Logo on all promotional materials
  - Hole sponsorship
  - Signage at registration
  
- Eagle ~ \$300 (deadline = June 10)**
  - Two golfers
  - Hole sponsorship
  - Signage at registration
  
- Birdie ~ \$100 (deadline = June 10)**
  - Hole sponsorship
  - Signage at registration
  
- Beverage ~ \$275 (one sponsorship available) – SOLD!**
  - Hole sponsorship
  - Signage at registration
  - Signage on beer carts and kegs

Thank you in advance for your sponsorship consideration.

Please check the preferred sponsorship and return to the Ad Club office.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Fax: 419.868.3746

E-mail: [director@adclubtoledo.org](mailto:director@adclubtoledo.org)

Mail: 7230 Sawmill Run, Holland, OH 43528

For club information, call 419.866.4199 or visit our website: [www.adclubtoledo.org](http://www.adclubtoledo.org)

# Grapevine...

## Television Advertising Campaign Brings National Award to Local Advertising Agency

**Fruchtman Marketing wins 2009 Jewelry & Watch Advertising Award (JAWA) from *InDesign Magazine* for television advertising campaign created for Southfield, Michigan Jeweler**

Fruchtman Marketing received a Jewelry & Watch Advertising Award (JAWA) for first place in the TV Category from *InDesign Magazine*, the magazine for the retailer of fine jewelry design for writing, scripting and creating 'The One, The Only' television advertising campaign for Darakjian Jewelers. The fresh, innovative and creative campaign launched in September of 2008.

Fruchtman Marketing, a full-service advertising agency based in Toledo, Ohio specializing in marketing for the fine jewelry industry, currently serves as the agency of record for Darakjian Jewelers.

"We created something beautiful for Darakjian Jewelers as unique as their position in the competitive marketplace of Southeast Michigan," said Ellen Fruchtman, President of Fruchtman Marketing. "This is one of the most intense advertising campaigns our agency has ever developed and we're excited that the ads have created national awareness for Darakjian Jewelers."

The account and creative team at Fruchtman Marketing developed this advertising campaign to show the passion and emotion that someone feels when they walk into Darakjian

Jewelers and see the dazzling diamonds, beautiful gemstones and unique timepieces available in the store. The One, The Only campaign not only appeals to the history and current buyers at Darakjian Jewelers, it speaks to the jewelry buyers of tomorrow.

Darakjian Jewelers ad campaign was selected as one of the very best in advertising in not only Michigan, but the entire United States and Canada, out of a field of over 350 ads submitted by over 150 companies.

The Jewelry and Watch Advertising Awards are the first competition exclusively honoring advertising in the jewelry and watch industries. The Darakjian Jewelers television series won the award based on its scores for quality of production/graphics/photography, creativity, innovation and emotional impact.

The contest is open to retailers, jewelry and watch designers/manufacturers and industry associates. Darakjian Jewelers' ad campaign will be featured

in the May/June issue of *InDesign Magazine* and online at [indesignb2b.com](http://indesignb2b.com) and [fruchtman.com](http://fruchtman.com). Additionally, Fruchtman Marketing will receive a custom trophy to commemorate its achievement.

Fruchtman Marketing is a full-service marketing firm specializing in advertising, public relations and strategic planning for the jewelry industry. For more information please call (419) 539-2770 ext. 212 or e-mail Ellen Fruchtman at [ellen@fruchtman.com](mailto:ellen@fruchtman.com)



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# Google Visits Ad Club of Toledo

by: Michael Temple

Internet marketing and online advertising in particular are experiencing explosive growth even during this recession. Without a doubt one of the largest online advertising giants is Google. The Toledo Advertising Club was fortunate last month to be able to bring in an expert from Google to discuss the trends of online advertising the tools of the trade.

Jen Stone of Google gave a great presentation to our group and was able to focus on three key issues that will benefit all of our members and the services they provide to their clients.

**Research:** Jen showed us some great tools that Google has for free to help us help our clients to do that all important step of keyword research. Picking the right keywords is critical to any online

advertising campaign and Jen showed us how to make that job a little easier.

**Location:** She also discussed tools and research that is available to help you decide where to advertise. One of the tools that Google has (for free) allows users to do searches based on what type of target market they want and find sites that sell ad space that meets that criterion.

**Management:** Finally, Jen discussed some management tools to help us get the most for our advertising dollars. Again, for free Google offers Google Analytics which is a robust online analytics program to help you measure where your traffic is coming from and what they are doing on your site. She also discussed a great tool for setting up and managing online advertising campaigns which would prove very

useful to small business and ad agencies alike.

Many of your clients may already be asking for online advertising services and many of you may already be offering such services, but Jen's talk helped us understand how Google fits into that offering and I am sure many of us will be happily surprised down the road as new applications and offerings roll out the door at Google. We have received a lot of positive feedback from members who received a lot from this presentation so hopefully we can bring Jen back in the future.



## *Golf Raffle Prizes Needed*

Contact Patty at 419.866.4199 or [director@adclubtoledo.org](mailto:director@adclubtoledo.org) if you can donate golf balls, golf shirts, golf umbrellas, gift certificates, tickets, etc. for our golf outing

Friday, June 26 at Stone Ridge in Bowling Green.

Thank you in advance!

## Welcome New Members!

### **David Berland**

Lighthouse Branding &  
Merchandising Agency  
Senior Vice President –  
Sales & Marketing

### **Christine Smallman**

The University of Toledo  
Senior Manager of Marketing Services

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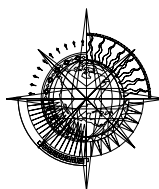
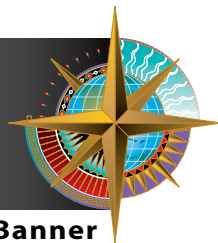
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