

OMMA

THE MAGAZINE OF ONLINE MEDIA, MARKETING & ADVERTISING

PUBLISHER **KENNETH FADNER**
ken@mediapost.com

EDITOR-IN-CHIEF **JOE MANDESE**
joe@mediapost.com

CREATIVE DIRECTOR AND
EDITORIAL DIRECTOR **JONATHAN McEWAN**
jonnymack@mediapost.com

MANAGING EDITOR **JOHN CAPONE**
jcapone@mediapost.com

ART DIRECTOR **NATHANIEL POLLARD**
nate@mediapost.com

PRODUCTION
COORDINATOR **GAETANO POLLICE**
gaetano@mediapost.com

PHOTO EDITOR **LORRAINE WIEGAND**

ART **GORDON MUI, KATHERINE PEARL**

COPY EDITORS **FELICITY BUCHANAN, LIZ TASCIO**

EDITORIAL INTERN **TODD HANLON**

CONTRIBUTING
WRITERS **ANNE ALDEN, CHRIS KOLBENSCHLAG,
SUSAN KUCHINSKAS, JOSH LOVINSON,
DIANE MERMIGAS, ABE MEZRICH,
CARMEN NOBEL, KATHY SHARPE,
STEVE SMITH, LAURIE SULLIVAN,
LIZ TASCIO, CATHARINE P. TAYLOR,
NICHOLAS WARD, DAISY WHITNEY,
LYNN RUSSO WHYLLY**

MEDIAPOST COMMUNICATIONS

CHAIRMAN **KENNETH FADNER**

PRESIDENT **JEFF LOECHNER**

SALES DIRECTOR,
PRINT/ONLINE MEDIA **SETH OILMAN**
seth@mediapost.com

SALES MANAGER,
ONLINE/PRINT **LIAM FLEMING**
liam@mediapost.com

SALES MANAGER,
ONLINE/PRINT **ERICA LANE**
erica@mediapost.com

VICE PRESIDENT,
EVENT SALES **JON WHITFIELD**
jon@mediapost.com

DIRECTOR OF CONFERENCES
AND EVENTS **MEGAN KNAPP**
megan@mediapost.com

SENIOR MANAGER,
CONFERENCES AND EVENTS **ELAINE WONG**
elaine@mediapost.com

DIRECTOR OF MARKETING **ROBERT McEVILY**

ASSISTANT MARKETING MANAGER **LAUREN HONIG**
MEMBERSHIP AND
CIRCULATION MANAGER **SERGEI KOGUT**
sergei@mediapost.com

MEMBER SERVICES
REPRESENTATIVE **ILANA LERMAN**
ilana@mediapost.com

OMMA Magazine is published monthly by
MediaPost Communications
1140 Broadway, 4th Floor, New York, NY 10001
tel. 212-204-2000, fax 212-204-2038
www.mediapost.com

To subscribe, visit www.mediapost.com/media

E-mail changes, inquiries, etc. to: circulation@mediapost.com,
sales@mediapost.com, editorial@mediapost.com

For reprints e-mail reprints@parsiintl.com or call 212-221-9595

OMMA (ISSN 1533-0475), Publication #024-4531 is published monthly with an additional 13th issue in September (at a cost of \$48 per year) by MediaPost Communications at 1140 Broadway, 4th Floor, New York, N.Y. 10001. Periodical postage rate paid at NY, NY and at additional mailing offices. **POSTMASTER:** Send address changes to OMMA c/o MediaPost Communications, 1140 Broadway, 4th Floor, New York, N.Y. 10001. No part of this publication may be reproduced without written consent of the publisher. © MediaPost Communications. Published since 2005 by MediaPost Communications. **SUBSCRIPTIONS:** Call 212-204-2000; e-mail us at circulation@mediapost.com or write to MediaPost Communications, 1140 Broadway, 4th Floor, New York, N.Y. 10001. Issue Number 98



ELEVATOR PITCH

Dentyne: "Stop Wasting Time Looking At Our Ad"

One of the many criticisms launched at today's smorgasbord of communications options - messages of both the instant and text varieties, email, Twittering, social networking, etc. - is that while their efficiency is all well and good, the processes themselves are rather cold. Whatever happened, critics wonder, to the human touch?

One such critic is Dentyne, a brand of gum that much prefers a friend's guffaw during a dinner party to an LOL via iPhone. Its recent FaceTime campaign, helmed by McCann, encouraged people to turn off the BlackBerry, close the laptop and get together with friends and family in person, instead. (When you get together, of course, it might not be such a bad idea to freshen your breath.)

In addition to TV spots, the FaceTime out-of-home ads, shot by photographer Ryan McGinley, ran earlier this year in select markets including Chicago, New York and San Francisco. The imagery certainly makes human contact look mighty inviting: a couple intertwined in a romantic embrace on a grassy knoll, friends hugging, a scantily clad group crowded together on a chaise.

Dentyne took the idea one step further with its Web site, which politely boots visitors off after three minutes in the hopes that they'll do something else. "We have nothing against technology or the Internet - we use them, too," clarifies Josette Bar-enholtz, Dentyne's marketing director. "Technology is a great enabler, but when people abuse technology and use it excessively, they're missing out on the best kind of life - being together." It's certainly a step up from a smile and a wave via Web cam. -Todd Hanlon

AUTOMOTIVE

Running on Fumes

In what is perhaps a last-ditch grab for some of that federal bailout money thought to be coming Detroit's way, Burst Media announced in November a new vertical network aimed at "auto intenders" — people thinking of buying a car. The company says it can greatly influence auto sales by reaching consumers whose online behaviors suggest they're in the market, a window that averages 30 to 90 days. (When it finds out that what consumers are in the market for these days are Vespas, mopeds and rickshaws, there might be trouble.)

Ad-management platform adConductor attempts to reach beyond content to include behavioral targeting. Auto intenders are often discovered, for example, when they use search to compare auto prices or specific makes and models. The network then delivers ads on specific Web sites; the ads and Burst's auto-specific content can be aimed at young adults, moms, eco-friendly shoppers, family travelers, trendsetters and other demographics.

Intenders are also often found through any of three of the usual suspects: auto research sites, auto enthusiast sites and lifestyle sites. Marketing strategies include expandable ads and in-banner video. Todd Hanlon

"Drawing on my fine command of the English language, I said nothing." — Robert Benchley