

PCNY Luncheon
The Advertising and Marketing Beat
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Jonah Bloom is the executive editor of *Advertising Age*, the world's leading marketing and media publication. In that role he oversees the day-to-day editorial operations of the weekly publication, which reaches more than 300,000 readers, as well as helping to manage AdAge.com and Madison + Vine.

Jonah joined *Advertising Age* in September 2002 from *PRWeek* magazine, a national weekly based in New York reporting on corporate communication, branding and public affairs. He helped to launch *PRWeek* in 1998 as news editor and went on to become editor-in-chief.

He also has considerable experience reporting on the media industry in Europe having founded and been the editor of *Campaign Media Business*, a national weekly covering planning, buying and selling of media in the UK.

Jonah's other roles have included being magazines editor on journalist's weekly *Press Gazette*, being a news reporter on *VNU's Accountancy Age* and being a reporter on weekly print and packaging journal *PrintWeek*. Last year Jonah edited the Harper Collins' book *Top Companies in Marketing & Media*. His stories have been published in several national dailies in the UK including *The Financial Times* and *The Guardian*.

Opening Remarks

I'd just like to second Brian. That's all fine, I'll sit down now.

Obviously, we are the trade paper. Of the four people who are sitting here I represent the trade paper, but we'd obviously rather that you didn't think of *Advertising Age* as a kind of parochial trade, we've got about 320,000 readers of whom about 60% are fairly senior marketers. They're obviously very senior people in their businesses. And consequently, what we're looking for are business and marketing stories. We're obviously not going to be taking the account manager, as fantastic an account manager as they might be, who's moving from Agency X to Agency Y, that's not really what we're interested in. We're looking for big account moves, obviously. They've always been the mainstay of trade journalism and they also play quite a big part in the *Times* and the *Journal*.

But we're also looking for the big marketing strategy switches and if you look at our front page today... or yesterday -- you can tell I don't know what day it is, it probably came to most of you today -- we've got a story about P&G products. They're looking to wire up a lot of their products so they'll actually be able to track what you're doing with them. They'll know when the can is empty when it's in your larder, they'll know what you've put in your shopping basket. That's kind of Big Brother, actually, but

it's a pretty big story. So we're looking at what the big marketers are doing, we've always unashamedly been about following the money.

But that doesn't mean, I think Brian referred to counterintuitive and innovative moves, and that's obviously something that Advertising Age is very interested in as well: not just following the money but also trying to have a look at where that money is likely to go, trying to guess what are going to be the new big products, what's catching on, what's become a very trendy product, what's got massive uplift behind it. I was kind of thinking about stories we should have had, like the Ugg Boot in New York, last week seeing so many people -- that's something I would have liked to have known six months ago that that had moved from Vail to L.A. and was catching on in New York. It's about getting ahead of some of those trends.

It's also about getting ahead of some of the changing techniques that you see, so thinking of your stories in terms of the way that they play out for the marketer in terms of what new marketing disciplines are out there. I think there's been quite a lot written that I think would have interested a lot of you guys about word of mouth, which obviously as we all know is not something that actually starts because one friend mentions to another, it's nearly always sparked by some kind of marketing activity and getting to the root for marketers of how they can actually use word of mouth. Guerilla marketing tactics is obviously something that a lot of them are very interested in at the moment.

We also obviously have looked at a lot of new technologies and we like to think that we've been at the forefront of exploring how, for example, TiVo might change the whole advertising industry. And Ad Age is not scared of saying the TV advertising model might be broken, what might come along to replace it, how can it be mended and so on. So I would just say, "Think about things that are genuinely innovative and different."

Exclusivity, I don't think any of us would say we don't care about exclusivity. Equally, it's not the be all and end all. One of the things that happens quite a lot is that PR people badge things as being exclusive but at the heart it's still, "Account manager X moves to Company Y." And whether it's exclusive or not we still don't care. So, just being honest, of course we'd like to get things first and Brian pointed out that... Are you snoring, Stuart?