




Choosing the Right Mix of Interactive Media

# MORE THAN SOCIAL

- 
- In the world of media, a new world order is forming. One where the Internet medium has matured from emerging and experimental to established and effective. The pathway to profitability for marketers will be determined by the ability to integrate mobile, TV and Internet traffic and advertising data into a holistic, effective, multi-strand fabric that blankets the consumer in a traceable, measurable way.

■ ~ *Jon Gibs, Media Analytics, Nielsen Company*

# Welcome to the Twilight Zone

- Comfort Zone:

- Print ads
- Broadcast
- Outdoor
- Direct Mail

- Tech Zone:

- Websites
- Enewsletter/eblasts
- Online advertising
- Mobile Media

# What is Interactive Media?

- Media that allows for active participation
  - *Wikipedia*
- Interactive media is the integration of digital media including combinations of electronic text, graphics, moving images, and sound, into a structured digital computerised environment that allows people to interact with the data for appropriate purposes.
  - *Elaine England and Andy Finney*
- Interactive media is the power of relating media that responds to the user's senses.
  - *WikiBooks*
- I have no idea, dear, but I'm sure you do a good job with it.
  - *my Grandma*

# What Does IM Do?

- Conveys rich information
  - Words, sounds, images, video
- Allows for dynamic, fresh content
- Creates an experience controlled by the user
- Enables dialogue and connections

# Interactive Media Solutions

- Web-enabled: websites, microsites, business solutions
- Enewsletters: top-of-mind communications tools
- Online advertising: stretch and track your budget
- Mobile media: the new frontier

# S&B's Rules for Websites

- Focus on the user/customer
- Provide valuable content
- Build brand integrity, awareness and loyalty
- Enhance your business operations
- Track and leverage your success

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## Or Connie. Tim. Even Martha.

The names may vary, but the point is always the same: your customer is your ultimate boss. Serve her loyally and you'll excel. Lose sight of her—and watch your business die. That truth lies at the core of our operational philosophy. Our greatest value to you is to keep our eyes firmly fixed on your customer. To be your Chief Customer Officer.

**After all, you don't sell anything—unless she buys it.**

[← back](#)





75 ways to reduce your carbon emissions

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00.00 / 01.21

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#### >> BROWSE CLIMATE-SAVING ACTIONS



Mass boilers



Biomass stoves



Breastfeeding

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#### PEOPLE USING THIS SITE



##### MOST POPULAR

[Drying clothes outside](#)



##### LEAST POPULAR

[Installing a green roof](#)

[More on other people's progress](#)



#### Featured action: buying an electric car

City drivers of electric cars can cut their emissions by two thirds and save up to £3,000 a year. So what's the snag?



#### Find out in this week's blog:

- Who accused the BBC of [stifling](#) climate debate
- If the climate has cooled since [1998](#)
- Whether [Al Gore](#) deserved the Nobel Peace Prize

#### Also on this site

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Visit my portfolio site: [www.joshuabudich.com](http://www.joshuabudich.com)

"Why?", you ask, did I do all this work for some stupid pieces of plastic? [CLICK HERE](#) to delve into my madness.

QUERY BY:	SERIES	ASSORTMENT	MOVIE	YEAR			
SHOW ALL	EPISODE I POWER OF THE JEDI SAGA 1 '02-'04 CLONE WARS-ANIMATED CLONE WARS	DTC-TRANSITIONAL EPISODE III STAR TOURS GALACTIC HEROES SAGA 2	30TH ANNIVERSARY CHOCOLATE EMPIRE MIGHTY MUGGS	BASIC DELUXE MULTI-PACK EXCLUSIVE ULTRA	THE PHANTOM MENACE RETURN OF THE JEDI ATTACK OF THE CLONES CLONE WARS REVENGE OF THE SITH CLONE WARS ANIMATED EXPANDED UNIVERSE A NEW HOPE EMPIRE STRIKES BACK	1999 2001 2002 2003	2004 2005 2006 2009

ShowAll



BASIC STAR CASES = 0

DELUXE STAR CASES NEEDED = 43

OTHER STAR CASES NEEDED = 122

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## The cheese for you is:

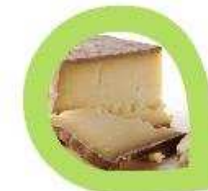
### Wisconsin Gorgonzola

You're about substance AND style. Brains AND beauty. Work AND play. For you these things aren't mutually exclusive. They work together in perfect harmony. And that's why Wisconsin Gorgonzola is the cheese for you. It has the same boldness of Blue, but it is grounded in a sweetness that yields a flavor that is more earthy. The texture can range from creamy to crumbly. But no matter what style you choose, with Gorgonzola, you really can have it all.

### You might also like:



Wisconsin Peperoncino



Wisconsin Virgin Pine Native Blue

[Pairing Suggestions](#) | [Recipe Ideas](#)



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< [Take the quiz again to find another tasty cheese](#)



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# Email: Special Challenges

- 210 billion emails are sent EVERY DAY
  - 70% are spam
- U.S. Postal Service delivered 660 million pieces of mail every day

# Four Ways to Make Your E-Newsletter Stand Out

- Ensure that it has information your recipients need and want.
- Repurpose content when you can to enforce messaging and build ROI.
- Decide what action you want the recipients to take.
- Promote your e-newsletter in many ways—online, print, trade shows, etc.



## Wisconsin Cheese *Inspires* Menus



### Wisconsin Cheese Stirs Up Satisfying Soup Options

Put soup on the front burner this winter and simmer up delicious flavors and profits. According to a Technomic research study, adding soup to an order increases check sizes by 15 percent or more. Update your soup offerings this winter with help from [Wisconsin Cheese](#). Any way you melt, sprinkle, crumble or grate it, cheese is perfect for adding flavor and texture to soups, stews and chilis.

Keep these tips in mind when selecting and making cheese-based soups:



Harder cheeses such as Parmesan and Gruyère tend to tolerate higher temperatures better than soft cheeses. Combine grated [Wisconsin Gruyère cheese](#) with sweet potatoes, chicken stock and heavy cream for a smooth and satisfying winter soup.



Cheese makes an excellent garnish for soup — add flavor with shreds, crumbles or even slices. Try topping a basic winter squash bisque with an apple, ham and [Wisconsin Aged Cheddar](#) crostini.



Soft cheeses tend to melt best, and the softer the cheese, the quicker it melts. Brick, Limburger and Monterey Jack are semi-soft cheeses that make excellent melting choices. Serve a slice of [Wisconsin Limburger cheese](#) atop warm roasted squash soup — the cheese will melt easily, adding an earthy flavor.



Soft-ripened cheeses such as Brie blend more easily into soup bases. Try combining pureed chick peas, grilled eggplant and [Wisconsin Brie](#) in a cream-based soup.

#### **Cooking Tip:**

When you make cheese-based soups, never allow the mixture to boil. Exposure to high heat and extended cooking time causes the protein in cheese to curdle and separate. Once a cheese soup is done, treat it gently; keep it warm over low direct or indirect heat.

For additional recipes and more information about Wisconsin Cheese, visit [EatWisconsinCheese.com](#).

# Online Advertising Quiz

- Do you have a campaign with definite goals and timeframe?
- Are you willing to invest in a targeted media plan?
- Do you have a clickable call to action (visit website, e-newsletter sign up, etc.)?
- Are you willing to invest the time or money to track and analyze the campaign?

Ad Preview

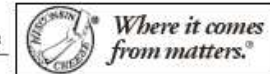
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**Sign Up for the Wisconsin Cheese Chef Connect E-newsletter.** Chef Connect, the quarterly e-newsletter from the Wisconsin Milk Marketing Board, is a valuable chef resource for Wisconsin Cheese information, tips, menu trends and new recipes. Sign up today at [EatWisconsinCheese.com](http://EatWisconsinCheese.com)

Ad Preview

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**Caramelized Onion and Wisconsin Gruyère Omelet**

Wisconsin Cheese Chef Ambassador Franklin Becker fills a three-egg omelet with a medley of sliced, caramelized Spanish, Vidalia and red onions and shredded Wisconsin Gruyère cheese. [The rich, nutty flavor of the Gruyère is the perfect complement to the browned, caramelized onions.](#)


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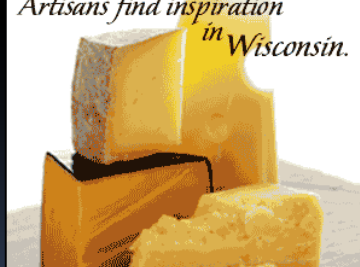
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# Mobile Media: Next Frontier

- 277 million wireless subscribers
- 89% of U.S. population
- One-fifth of U.S. homes use only wireless phones
- Estimated 40 million existing iPhones
  - 26 million in 2009
  - 40 million rumored expected in 2010
- 50,000-ish iPhone apps

AT&T

3:07 PM



Choose Modality

Choose product



Optima MR450W 1.5T

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Choose product

Browse by:

Anatomy

Application

- Head
- Neck/Spine
- Chest
- Upper Ext
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- Pelvis
- Lower Ext



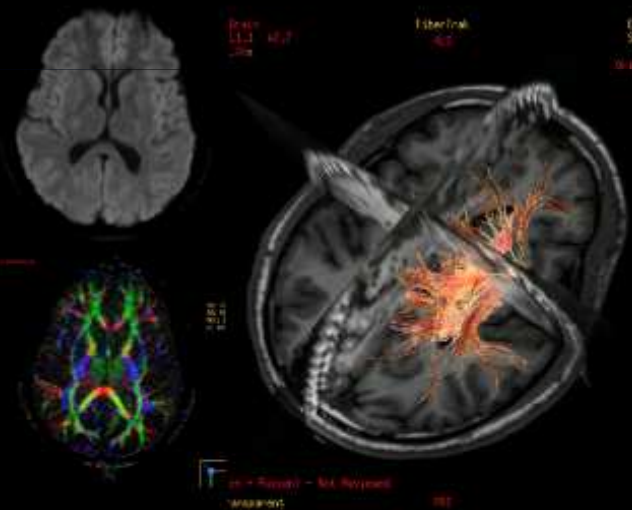
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Diffusion


3 of 3



High Resolution Diffusion Tensor

# 5 Steps for Success

1. Put the “interactive” in “interactive media.”
2. Focus on your customers’ needs, not on your wants.
3. Think outside the website box.
4. Focus on what the technology can do for you.
5. Build in trackability and measurability, for true ROI.



**Valette Piper-Bledsoe**  
Interactive Account Supervisor  
Stephan & Brady  
608.241.4141 ext. 240  
vpiperbledsoe@stephanbrady.com

Questions & Answers



**THANK YOU**