



MOBILE

# Bolted On

▶▶ Disney's latest lovable creation has gone mobile, and should AvatarLabs' executive creative director, Rex Cook, be believed, there just ain't no turning back now. "It certainly has rocked my world," Cook says, apparently without a hint of irony, of his agency's newest creation, a 3-D iPhone game promoting Disney's animated film *Bolt*. In "RhinoBall," players guide the misleadingly named Rhino, an obese hamster featured in the film, around large obstacles like city streets crowded with cars by simply tilting their iPhone. The app, downloaded for free more than 700,000 times within its first six weeks, also features *Bolt's* TV commercial and trailer. Avatar, which has worked on plenty of online campaigns for major films like *The Simpsons Movie* and *300*, is bursting at the seams with excitement. "This is really a brand new arena," Cook says of the mobile frontier, "With 10,000+ apps now! Holy s%&@!" Gaetano Pollice

A line from the game-play trailer for the *Saints Row 2* video game, screened during the Massive Upfront: "You definitely

# SAMPLE

ALGORITHMS

## Buyer's Market

▶▶ Since you're already being tracked by an omnipresent GPS system thanks to that chip in your iPhone, a little location-based advertising technology shouldn't much bother you. At least that's what interactive media company 1020 Placecast and real estate Web site trulia.com hope in their new endeavor to run targeted ads specific to where a visitor searches for a new abode. But the location itself isn't the be-all and end-all — Placecast utilizes an algorithm that correlates the location with other psychographic, demographic and geographic data to customize the ads for that particular site visitor. Avis Budget Group, for example, already ran a three-



The best place to live

Location  
Address, City, State, Zip  
e.g. "New York, NY 10001"

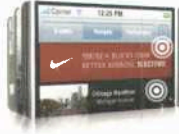
Price Range  
\$ min. to \$



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For Advertisers

Placecast enables advertisers to reach highly targeted audiences with unique, dynamic ad units.

For Publishers

Placecast enables publishers to reach highly targeted audiences with unique, dynamic ad units.



GAMING

## Massive Attack of the Gamers

EMAIL

# Junk Mail Yard Dogs

▶▶ Spam comes in many varieties, from the “Gone Are The Days When You Can’t Perform” flavor to the “I used to want this newsletter but now I don’t anymore” flavor. [We know a little something about this one. – Ed.] For several decades, the **Direct Marketing Association** maintained a Preference Service for consumers who wanted to stop receiving direct mail, telemarketing calls and, more recently, email (trending toward the latter sort of spam). Problem was, each list was an all-or-nothing proposition — you either opted out of everything or nothing.

However, those services went through an extreme makeover. Enter DMAchoice.org, a customized portal that helps consumers choose the companies — or industries — they want to receive communications from and the medium they want to receive it through. It provides a choice of opt-out, opt-down and opt-in services. All 3,400 DMA members are listed. Clicking on a name takes consumers to a landing page that gives them a choice of calling, emailing or mailing that merchant directly, or having the DMA handle their request. “Having choices allows the merchant to maintain the dialogue with the customer,” John A. Greco Jr., president and CEO of the DMA.

“When you are communicating with someone through the channel they choose, you will see an increase in both response and retention,” says Patrick Adams, senior vice president of marketing, Direct Brands (formerly Bertelsmann Direct, North America), which sends out millions of mail and email notices annually for Columbia House, BMG Music and book club brands.

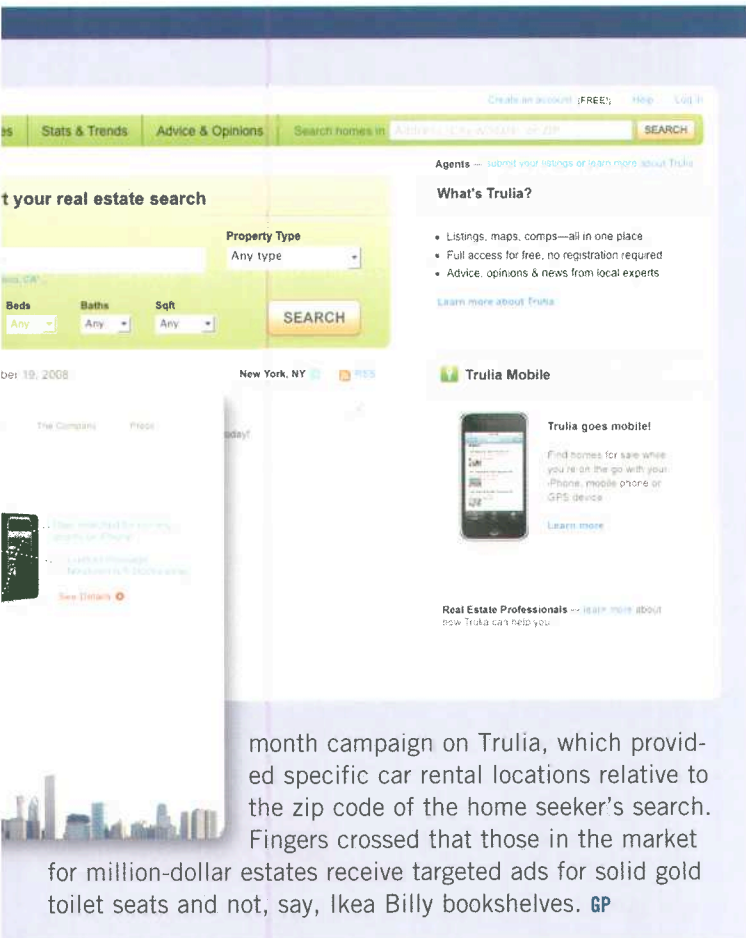
Will Cravens, spokesman for the nonprofit ForestEthics, calls the service a welcome indication that the DMA senses the public’s frustration with junk mail. “However, it’s still a very open question whether or not they have a long-term interest in helping Americans reduce their mail and protect the environment.” **Lynn Russo Whyllly**

**55 percent**  
of CMOs surveyed by Epsilon said they weren’t too interested in advertising on social network sites.

**33 percent**  
said they weren’t at all interested.

**10 percent**  
said their marketing plans already included social media.

PR



month campaign on Trulia, which provided specific car rental locations relative to the zip code of the home seeker’s search. Fingers crossed that those in the market for million-dollar estates receive targeted ads for solid gold toilet seats and not, say, Ikea Billy bookshelves. **GP**



▶▶ Swiping a move from the TV playbook, Microsoft Advertising’s Massive Inc. hosted the first-ever Gaming Upfront in December. Publishers including Ubisoft, Electronic Arts and THQ previewed their 2009 titles. But the big news dropped before the event even started when Massive announced an ad serving deal with Activision for 18 of its games, including its Blizzard division’s massively popular “World of Warcraft.” **GP**

need a stripper pole in this bitch.”

DIGITS