

## WEEKLY INDUSTRY UPDATE

April 23, 2012

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**ECONOMIC UPDATE**

**GDP:** 3.0% in Q4 2011

**Unemployment Rate:** Unemployment was little changed at 8.2 percent

**Consumer Confidence:** The Index now stands at 70.2, down from 71.6 in February

**MARKETING NEWS**
[Top 10 QR code campaigns of Q1](#)

Rimma Kats , Mobile Marketer . 4/19/2012

Nowadays there is a love/hate relationship with QR codes. However, although many are against mobile bar codes, brands such as Starbucks, Kraft and Taco Bell are proving them to be essential to targeting new and existing consumers.

Over the past year, QR codes have gained momentum. Mobile bar codes are constantly being seen on billboards, bus shelters and product packaging to not only drive user engagement, but sales as well.

Here are the top 10 QR code campaigns of the first quarter, in alphabetical order.

### 1. Bath & Body Works

Earlier this year, personal care retailer Bath & Body Works used mobile bar codes to strengthen its social media strategy.

More brands are using mobile to ramp up their social efforts. For this campaign, Bath & Body works sent out direct mail pieces that promoted its line of fragrance products that tied in with an in-store promotion.

When consumers scanned the mobile bar code they were directed to Bath & Body Works' Facebook page where they could engage with other fans, as well as learn more about the company's new products.

By placing QR codes on its direct mail pieces, Bath & Body works was able to engage its existing customer base.

There was also a prominent call-to-action on the direct mail piece that encouraged users to connect with the brand on Facebook by scanning the QR code.

A campaign such as this is a great way to continue a consumer relationship, beyond just a simple direct piece.

Bath & Body Works was able to keep the conversation going using mobile.

### 2. Chili's

Chili's Grill & Bar is no stranger to mobile. The company is proving that mobile bar codes are core part of its marketing strategy by placing them on menus to advertise new products.

Chili's has placed QR codes at more than 800 corporate-owned restaurants in the United States. The company is also experimenting with mobile bar codes on its children's menus.

The Chili's QR code campaign aimed to promote healthier living. The mobile bar codes linked to seven new healthy Chili's menu items.

Consumers were encouraged to scan the mobile bar codes to view nutritional information and learn more about the dishes.

### 3. Coca-Cola/7-Eleven

Coca-Cola's Powerade partnered with 7-Eleven to put QR codes the Big Gulp cups.

The campaign let March Madness basketball fans view exclusive video content.

Each of the four collectible cups featured a mobile bar code that linked to Powerade's mobile site where CBS Sports Analyst, Greg Anthony hosted a brief video a featured big play.

The mobile bar code campaign was a limited-time initiative.

Additionally, the video content was exclusive to 7-Eleven, compliments of Powerade.

The campaign was a great way for 7-Eleven to engage consumers in-store. Powerade also enticed them to scan the mobile bar code to view exclusive content.

### 4. Duane Reade

New York drugstore Duane Reade took an innovative route with its QR code campaign.

The company placed mobile bar codes on its store windows to drive social media impressions and foot traffic.

The Duane Reade QR codes could clearly be seen when consumers passed the store location. The "Get Social with Duane Reade" campaign was part of Duane Reade's major digital push in 2012.

Duane Reade also heavily integrated social into its mobile bar code campaign by placing Facebook, Twitter, foursquare and YouTube icons right next to the QR code.

Placing mobile bar codes on store windows is a great way to stop consumers in their tracks and let them engage with the brand.

Additionally, by adding social aspects, users are able to stay in touch with Duane Reade no matter if they are using Facebook, Twitter, foursquare or Youtube to do so.

### 5. Johnny Rockets

Unlike many companies who use QR codes to drive in-store traffic, sales or even their social efforts, Johnny Rockets used the technology to builds its email database.

The international restaurant chain placed QR codes on signage throughout its locations to encourage consumers to join its Rocket e-club and receive local updates and deals.

The initiative was a smart move for the company in many ways.

For example, when consumers were sitting in a booth in the restaurant and waiting for their meal, there was a sign on their table that featured a QR code and encouraged them to scan it to learn more about how they can sign up for deals.

When users scanned the mobile bar code they were redirected to a mobile landing page where they could sign up to receive special offers and featured promotions.

Consumers were asked to enter their email address, full name, address, city, state, ZIP code, birthday and which Johnny Rockets location they frequent most.

In addition to QR codes, Johnny Rockets also used SMS to build its database by having consumers text the keyword ROCKETS000 to the short code 99158.

## 6. KFC

KFC was out of the mobile scene for a while, but when it came down to promoting its new Classic Pot Pie, the fast food giant went full force.

In addition to running mobile ads that promoted the new product, KFC also placed QR codes that let consumers vie for a chance to win hundreds of prizes given away every hour.

Prizes included a trip to Las Vegas, KFC chicken for a year, Dr. Pepper for a year or a one year premium Slacker Personal Radio subscription.

When users scanned the QR code they were redirected to a mobile landing page where they could enter the code featured on their soft drink cup.

Consumers also had the option of sharing the sweepstakes with friends and family through Facebook and Twitter. If they shared it, they received another free code.

The campaign was innovative because instead of placing the QR codes on in-store signage, KFC put them on its soft drink cups where more eyes would see it.

Additionally, by linking to a sweepstakes consumers are more inclined to scan the mobile bar code.

## 7. Kraft

As part of its multichannel marketing campaign earlier this year to promote the company's line of cheeses, Kraft decided to add a QR code component.

Kraft put mobile bar codes on five different cheese products and announced plans that it would place QR codes on more products in the future.

Each product has a unique mobile bar code. When consumers scanned the QR code, they were taken to a mobile landing page where they could view a recipe about the particular cheese product.

In addition to placing mobile bar codes on its packaging, the company is also placing QR codes on print advertisements.

The campaign was a smart move for Kraft because it featured recipes that consumers could make using the company's products.

By using mobile, Kraft was able to engage consumers and have them coming back to buy more of its products to use on future recipes.

## 8. Samuel Adams

Samuel Adams placed QR codes on where its targeted customers would see it best – bar coasters.

Samuel Adams parent company Boston Beer worked with Wall Printing Co. to create interactive four-panel coasters that folded in a series of directions to reveal the different panels.

A QR code was featured prominently on one of the panels and encouraged bar customers to scan it for a special offer.

According to the company, the coasters were meant to make people notice the Samuel Adams brand and the special offer.

The campaign was also a great way for Samuel Adams to learn more about consumers by having them enter their name, email address, mailing address and date of birth after they scanned the QR code to receive a coupon.

## 9. Starbucks

When it comes to mobile, Starbucks is always ahead of the game.

When it came to promote its new coffee roasts, Starbucks used QR codes.

The coffee giant let consumers find their favorite roast via a new campaign. Starbucks handed out bookmark fliers throughout its in-store locations to promote its Blonde, Medium and Dark coffee roasts.

In addition to including a coupon on the bookmark flyer, there was also a mobile bar code that let consumers vote for their favorite roast and watch a video to learn more about the company's coffee.

The bookmark fliers were a smart move because they not only featured a coupon that consumers were able to redeem, but the QR code was also prominently included and there were directions that let consumers know that they could scan the mobile bar code to learn more about the new products.

#### 10. Taco Bell/Doritos

Taco Bell has been heavily using QR codes in the past year.

To promote its new Doritos Locos Tacos product, the fast food giant placed mobile bar codes on its packaging, as well as ran targeted mobile ads.

Music played a key role in the Doritos Locos Tacos campaign.

Taco Bell integrated its brand and Doritos Locos Tacos at the Feed the Beat Concert Series.

Those that did not attend the show could still view performances by scanning the QR codes featured on the Doritos Locos Tacos holsters, which led users to exclusive video content showcasing performances from the Hype Hotel.

A new performance was featured each week.

By placing the QR codes on its packaging, consumers were able to clearly see the call-to-action and scan the mobile bar code to engage with the brand.

#### [RFID Market to Exceed \\$70 Billion Over the Next Five Years](#)

Press Release , Printing Impressions . 4/18/2012

The market for RFID transponders, readers, software and services will generate \$70.5 billion from 2012 to the end of 2017, according to ABI Research. The market is expected to grow 20 percent year-over-year per annum. Government, retail and transportation and logistics have been identified as the most valuable sectors, accounting for 60 percent of accumulated revenue over the next five years.

ABI Group Director John Devlin comments, “To date, the automotive sector has been a strong proponent of RFID, largely for immobilization and keyless entry. However, penetration is already high and it will be constrained by the slower rise in automotive production volumes. As a result, it will lose status as a leading RFID market due to other established markets for RFID retaining excellent potential for further adoption. Retail in particular is set to experience very strong growth; in fact, it will become the single largest RFID sector in 2015.”

Efficiency and improved operational capability are the overriding goals behind this adoption. Retail growth is driven by the proven returns that item level tagging can deliver. Stock is less likely to get lost, shop floors better stocked, and the ordering process will get smarter. RFID will cross over into customer-facing services with NFC for product information and smart marketing.

Government is a high-value sector, with strong uptake of contactless/RFID in documents and credentials. However, the drive for increased efficiency in applications such as asset tracking, fleet management, personnel location, and security are increasing the sector’s acceptance and uptake of RFID solutions.

Transportation and logistics increasingly make use of the ability to accurately track and trace items and goods at item, pallet, and container level as service providers look to generate more detailed data for themselves and their customers. Also, smarter public transit systems are utilizing contactless ticketing as the basis for better managed and cost effective services.

ABI Research’s new study—“**RFID Market by Application and Vertical Sector**”—provides a comprehensive overview and summary of the impact that the latest product launches, new entrants, and changing market dynamics will have on the future direction and evolution of the market. It provides an excellent introduction and guide for those new to the market, as well as a timely update for those experienced within the RFID market.

### [Facebook just won’t learn. Back in the deals game?](#)

Chantal Tode , Mobile Marketer . 4/19/2012

The daily deals space is increasingly a brutal market, with Groupon struggling while Facebook, BuyWithMe and others have come and gone. Now Facebook is back with a second attempt that, although uniquely positioned, still has to conquer significant consumer fatigue and retailer reticence.

The new Facebook Offers lets businesses post an offer on their Facebook Page that users can click on to receive an email that can be redeemed by showing the email on their mobile phone or by printing it out. What makes the service unique is that instead of taking a transactional percentage and controlling the message — as most deals sites do — Facebook is turning the tools over to the merchants for free.

“This Facebook iteration allows merchants to add offers into the newsfeed interested consumers already receive,” said Wilson Kerr, vice president of business development and sales at Unbound

Commerce, Boston. "Since these customers have "liked" the business, they will likely "like" an offer even more, and find it less intrusive.

"Since Facebook is a 'sharing engine' anyway, the deal can quickly market itself, as people share via the click of their mouse," he said. "Mobile plays a big role, as redemption is tracked to the point of sale, and Facebook captures the metrics.

"Facebook is playing to its strengths with this new iteration. Unlike Groupon, Facebook makes money on advertising and driving additional consumer usage should mean more ad dollars."

#### Risky moves

Most daily deal sites share revenue with merchants based on how many buy into the deals. However, with growing competition from an increasingly wide array of offers, consumer interest in deals is shrinking.

At the same, retailers are increasingly wary of deals that bring in little revenue, do not drive repeat business and provide little in the way of data about who is redeeming the offers.

"Groupon has had some fits and starts and negative press," said Jed Williams, analyst and program director at BIA/Kelsey, Chantilly, VA. "It is not cash flow positive nor is Living Social, BuyWithMe went away and others are struggling.

"Over the last six to nine months, there has been some necessary consolidation in the space," he said.

Entering the deals space at this time could be a risky move for Facebook because of these trends.

The social network could be hoping that its significant user base, which includes 800 users worldwide and 425 million mobile users, will help it overcome any hurdles.

"Not sure if Facebook can bring much new to the table because of the process around daily deals," said David Kaminsky, analyst for emerging technologies at Mercator Advisory Group, Maynard, MA.

"The one area that needs to be improved is redemption," he said. "If Facebook can build that into the transaction, that would be an improvement."

#### Closing the loop

The social network is trying to set itself apart from Groupon and others by letting the merchants control the offers.

Merchants can integrate offers with content on their Facebook page and extend the reach of the offer with premium ads and sponsored pages, thereby directly tying content and ads together.



“The initial deals were just appearing in the Facebook newsfeed — now they are appearing as content and ads and can be redeemed by users,” said Bia/Kelsey’s Mr. Williams said. “This is beginning to close the loop.

“Facebook is figuring out what is working and is extending the reach of ad units with social content around something like sponsored stories,” he said. “Facebook is placing a big bet on the role of social context and Facebook Offers is an example of that.”

Driving tracked customer engagement via offers will enable Facebook to capture data on what ads might work best for what businesses and where, giving it an way to try to boost its advertising sales.

Facebook has said it needs to monetize mobile as use increasingly shifts towards the channel, causing desktop advertising revenues to decline.

#### Scaling up

The new deals offering from Facebook is also related to the social network’s acquisition of mobile loyalty app Tagtile last week. The app includes a mechanism for sending offers and tracking in-store activity, which further helps Facebook close the loop on commerce.

Offers is currently only available for managed accounts, which are big brand clients that have marketing services. Part of what will determine if the deals offering is a success will be how quickly and easily Facebook is able to extend the service to other businesses.

“I’d like to see how quickly Facebook brings Offers to mid-market and smaller business to get a sense of if this can scale to more than just the biggest businesses,” Mr. Williams said. “Generally the way they do that is through partnerships, or opening up APIs so developers can participate.”

#### [FSI Coupon Activity Increased 30.7% in 2011](#)

Staff , Print In The Mix . 4/17/2012

March 7, 2012 – Strategic advertising intelligence firm Kantar Media reports that retailer advertising expenditures increased 1.6% and retailer participation in Free Standing Insert (FSI) coupon promotion pages increased 30.7% in 2011 versus 2010. Additionally, digital coupon events increased 40.4% during this period (across the leading retailer websites monitored by Kantar Media).

Significant shifts in advertising and promotion activity were observed among leading retailers across the Mass, Food, Drug, and other retail distribution channels.

For example, Walmart decreased total advertising expenditures 27.2 percent across the 18 media monitored by Kantar Media while increasing their participation in FSI promotion pages by 677.2% and having 989.6% more digital coupon events distributed on Walmart.com during 2011 versus 2010.

“Retailers are targeting shoppers in the home to drive trips, transactions, and profits for their stores. Manufacturers may be able to gain a competitive advantage by aligning their promotion timing with weeks in which retailers have greater advertising and promotion activity. Higher levels of weekly retailer advertising and promotion may translate into increased retailer share of voice with the shoppers, increased shopper traffic into the stores, and increased dollar sales across departments, categories, and brands,” says Dan Kitrell, Vice President of Marx Account Solutions at Kantar Media.

## PAPER NEWS

### [Investment Firm Watermill Group Buys Manistique Papers](#)

Bill Mickey , Folio . 4/18/2012

The Watermill Group, an investment firm with a growing portfolio of paper manufacturers that specialize in recycled content, will acquire Manistique, Michigan-based Manistique Papers.

Terms of the deal were not disclosed, but Manistique makes 100 percent recycled uncoated paper and will be aligned with Watermill's other portfolio company, FutureMark Paper, which makes 100 percent recycled coated publication paper. The two manufacturers will be run as sister companies with a shared management structure headed by FutureMark president and CEO Steve Silver.

While the two companies will exist under close cooperation by developing shared best practices and resources, they will remain separately owned and operated, says Watermill.

"We believe we can help bring new value and opportunity to Manistique's operation while expanding FutureMark's leadership in environmental paper," says Silver in a statement announcing the deal. "As reflected by our success with FutureMark, which saw revenues climb 15 percent in a declining market last year, we've found a business model for the paper industry that works, and we're eager to apply this strategy to Manistique while allowing both organizations to flourish as separate, focused operations."

Manistique Papers can produce 500 tons of recycled pulp per day and approximately 130,000 tons per year of uncoated, 100 percent recycled paper. Together, Manistique and FutureMark produce about 300,000 tons of recycled paper per year.

### [Mohawk Takes Next Steps in Its Transformation](#)

Press Release , Printing Impressions . 4/17/2012

Following the announcement last week of plans to transform this fourth-generation, family-owned, premium paper business to thrive in today's digital world, Mohawk Chairman & CEO Thomas D. O'Connor, Jr., said, "Today, we are making bold changes across every aspect of our business with the launch of multiple customer-facing initiatives that provide tangible evidence of the company's vision and new experiences for customers."

### **New Website**

Mohawk's new website, MohawkConnects.com, designed by Hydrant and developed by Avatar,

integrates e-commerce into all dimensions of Mohawk's online activities, and offers a personalized experience for customers and trading partners.

"This is the beginning of a revolution in the way we do business and who we do business with. As we get closer to all of our customers, we are rapidly evolving the kind of experience we have with them both online and off," said O'Connor.

Mohawk's new technology and operations initiative, the Unified Service Delivery Platform, allows each customer to choose how and when they want to do business with Mohawk and provides them with a frictionless path to do so, fully transforming the delivery of all consumer and business applications to any place and device.

MohawkConnects.com is the center of Mohawk's new, comprehensive cloud-based service-oriented architecture that enables interoperability between internal and external applications, services, and information. Mohawk now leverages the cloud as a business technology platform to quickly connect its internal capabilities with those of a network of strategic partners with the goal to provide its customers with new and innovative products and services.

"Mohawk has been widely recognized for its innovation in the use of the cloud for business integration, and this investment represents my commitment to build a company that is responsive to changes in the marketplace," said O'Connor.

### **New Brand**

The launch of MohawkConnects.com is the customer's first introduction to Mohawk's vibrant new brand designed by Pentagram, Mohawk's primary branding agency for more than two decades.

Michael Bierut, who leads the Mohawk brand team at Pentagram said, "The logo is a monogram for the name Mohawk. It's based on the letter M, but it's also constructed to evoke the papermaking process and the printing process, both of which involve paper going around cylinders."

The logo also speaks to the basic idea of connection, which is what Mohawk paper is designed for. "Whether it's for a small book of photos featuring your niece and nephew or for a giant global corporation—it's about communication," Bierut said.

The logo and energetic color palette offer unlimited variation and surprise, "We wanted to project a company that is forward-looking, nimble, and ready for the future, yet doing so from a strong base, built on the kind of authority that few of Mohawk's competitors can claim these days...it speaks to a company that has been around for a long time and is still capable of changing the way it looks," Bierut added.

### **New Streamlined Product Offering**

O'Connor announced last week that Mohawk would streamline its product offering and consolidate its core paper lines. In fact, the number of SKUs have been reduced by more than 50% to "eliminate redundancies that were primarily the result of previous acquisitions over the last five years," said

O'Connor. To aid current customers through the transition, Project Streamline is supported by a Web-based guide.

### **New Tools**

With a newly simplified product line, Mohawk has begun the process of creating paradigm-shifting specification tools. Following considerable research among a new generation of print customers who have notably different needs and expectations than their studio-based predecessors, Mohawk has released The New Mohawk product selector, created by the Michael McGinn Design Office.

“This is the first wave in a holistically conceived solution that recognizes the relationship between experiencing the nuances of papers—starting with color and finish—and keeping the focus on simplicity, what the customer needs when they need it,” said McGinn.

The physical components of The New Mohawk product selector have online counterparts at MohawkConnects.com to support the design, specification and purchase process while inviting real-time exploration and discovery through the ability to build custom paper and color palettes.

“For customers who already know Mohawk, the product line is a simpler and clearer presentation,” said O'Connor. “For customers who are new to Mohawk, the system makes the process of choosing papers effortless and engaging.”

### **New Campaign**

Also launched is the first video in Mohawk's new multimedia promotion campaign titled “What will you make today?” The Pentagon series of short videos debuted on the homepage of MohawkConnects.com today.

“The tangible work released today evolves directly from our vision of a ‘New Mohawk,’” said O'Connor. “The design of the entire platform provides a sturdy base and a flexible structure from which to lead change in the paper industry. While it is impossible for me, or anyone, to predict the future, there is no shortage of ideas, energy, or commitment at Mohawk. We bring a disciplined focus to the quality of our execution at every customer touchpoint,” he said.

### **[NewPage Awarded Patent for Paper-Based RFID Product](#)**

Press Release , Printing Impressions . 4/16/2012

NewPage Corp. has been awarded U.S. (8,096,479) and Canadian (CA 2678556) patents for PointTrac TT, a new paper-based substrate for printed Radio Frequency Identification (RFID) labels. The substrate offers RFID label manufacturers the ability to combine variable analog information (printed via thermal transfer) with advanced RFID chip technology. This technology facilitates low-cost production of printed paper RFID labels when compared with traditional multilayer plastic film substrates.

RFID uses a wireless non-contact radio system for the transfer of data for automatic identification and tracking. PointTrac TT has special dual functionality built in so that printed barcodes on the label face can be read with a line of sight optical device or by using an out of sight electronic device.

“The NewPage PointTrac TT technology will allow RFID chips to become more widely used in shipping, tracking and transactions by making conversion to this technology more affordable,” said Jim Sheibley, director of Specialty Business and Product Development.

PointTrac TT is available with third-party chain-of-custody certifications, providing customers with high performance RFID products, while maintaining a level of both sustainable and renewable attributes.

### [New Mohawk Product Selector Launched](#)

Press release from the issuing company , Whattheythink.com . 4/19/2012

Mohawk has taken another bold step in the paper world by simplifying its portfolio of premium paper lines from 22 to six, reducing the number of SKUs in half and challenging the way paper is specified, with the release of a deceptively simple tool for paper specification. The New Mohawk product selector presents all Mohawk papers in one place and is the first in a wave of tools that Mohawk hopes will be paradigm-shifting.

Designed and engineered by Michael McGinn Design Office using the brand designed by Pentagram, the selector opens to three accordion fold charts, each containing several dozen oversize paper chips. Together, they organize Mohawk papers into three broad categories based on performance, character and value.

THE MOHAWK COLLECTION features a diverse range of Mohawk’s performance papers for modern print projects. The grades include Superfine, Loop, Options, and Via.

THE STRATHMORE COLLECTION includes papers that have set a standard for innovation since 1895, including a diverse assortment of colors and finishes that honor tradition and embrace technology. The lines include Pure Cotton, Writing, and Premium.

MOHAWK ESSENTIALS are the workhorse, everyday papers needed to get the job done. The lines are Carnival, BriteHue, Skytone, 50/10, Opaque, Color Copy, Everyday Digital and Specialty Digital.

A booklet, “The New Mohawk,” also included, provides a simple guide to all items in the newly organized lines.

“The difference between Mohawk’s new sampling and everything that went before it is about 25 inches of shelf space and a tool that is more useful in today’s design world,” said designer Michael McGinn.

Dave Van de Water, Director of Product and Market Development, led the Mohawk initiative to streamline its product offering and create the new sampling tools. “The result of the collaboration is ingenious. Through extensive study, we now better understand the varied ways a new generation of

designers and printers are approaching the specification of papers, and it's vastly different than even five years ago."

McGinn added, "The learnings on the project were more about the market we are speaking to — the users of the new materials — than about design or production concerns. In other words, really understanding the significance of the change in the marketplace over the past ten years and then designing for that change and the future is what this is about."

#### STREAMLINE EXPLAINED

Mohawk's new product offering is described in the video "Streamline Overview." A Product Map explains the new structure, and the Streamline Paper Finder is a web-based tool to find any paper.

This announcement coincides with multiple initiatives Mohawk has just launched, including a new web site, a new brand, and a new promotion program. The New Mohawk product selector is available on MohawkConnects.com.

## PUBLISHING NEWS

### [Meredith Corporation Names Jon Werther Chief Strategy Officer](#)

Press Release , PR Newswire . 4/18/2012

Meredith Corporation (NYSE: MDP), the leading media and marketing company serving American women, announced today that Jon Werther has been named Chief Strategy Officer. In this role, Werther, 43, will work with Meredith's senior management team on evolving corporate and business unit strategies, sourcing and evaluating new strategic opportunities, and leading key strategic initiatives. He will start his new duties on April 30, and report directly to Meredith Chairman and CEO Stephen M. Lacy.

Werther brings a unique blend of digital, media, operational and business development skills to the position. After beginning his career as a transactional attorney, Werther spent more than 10 years in positions of increasing scale and responsibility at Time Warner and its AOL division.

From 1999 to 2005, Werner negotiated and closed a variety of strategic partnerships and led cross-company initiatives which helped spearhead AOL's shift to a web-focused strategy. He then joined Time Warner as Vice President, Operations, where he served on an executive team responsible for both shaping and implementing a company-wide digital distribution strategy, and improving corporate department and portfolio business operating performance.

Werther rejoined AOL in 2007 as Executive Vice President, Business Development, and later was named Executive Vice President, Integrated Operations. In these roles, he was responsible for improving the results of AOL's web business; overseeing the company's acquisition integration and core process improvement efforts; and driving global business development and strategic partnerships.

Most recently, Werther served as a President of Simulmedia, an audience-targeted television ad network. He played leadership roles in helping the company advance beyond its pre-revenue stage; build a local and national television advertising network reaching more than 100 million multichannel U.S. households; amass industry-leading levels of set-top box and other data; and execute more than 100 successful advertising campaigns for national brand advertisers and their media agencies.

"Jon brings outstanding skills and experiences to this position, particularly in the digital media field," Lacy said. "Additionally, he has operating, strategy and marketing experience in the business fields in which we operate, as well as with start-up organizations. I'm looking for him to be a valued advisor as well as a 'disrupter,' someone who helps us look at strategy and business opportunities from viewpoints we may not have conceived or considered before."

Werther earned an MBA from The Wharton School of Business at the University of Pennsylvania; a law degree from George Washington University; and an undergraduate degree from Emory University.

#### [Q&A: Conde Nast Revamps Brides](#)

Stefanie Botelho , Folio . 4/20/2012

Conde Nast's Brides magazine is undergoing a revamp from content to staff, positioning the book to stand out in a cluttered market. Here, we talk to vice president and publisher Michelle Myers about what's changed and what's next for the title, shortly before the reimagined May issue hits newsstands.

FOLIO: Why the decision to relaunch Brides?

Michelle Myers [MM]: Women really have changed over the last several years, specifically how they interact with media. So many brides these days are making quick, visually driven decisions. She is a crazy omnivorous mobile consumer. We wanted Brides to be everywhere: a strong Web presence, and a redesigned magazine that rethinks the way the reader is consuming it. Readers are now accustomed to e-commerce sites like Polyvore and Net-A-Porter. Our editors integrated these patterns into the visual cues in the magazine.

FOLIO: What's changed about Brides?

MM: We remain a magazine about weddings, wedding dresses, travel and registry. Editor-in-chief Anne Fulenwider's vision is to act like a wedding planner and a stylist for her. With that being said, Fulenwider is refreshing the brand, and expanding presence across all platforms, as well as opening up other topics that haven't really been focused on in the magazine: financials, houses/apartments, etc. We're now looking at the whole life stage.

FOLIO: Is the revamped magazine going to pick up where the 16 folded regional editions left off?

MM: In September 2012, and January 2013 (it will always be in those months going forward), there will be a dedicated section focusing on nine regions in the national magazine. We'll have expanded local resources and services online through our Wedding Genius app and Wedding Wire as well.



FOLIO: Can you speak more about the "We Love It" marketing campaign? What is the goal of the campaign?

MM: It's one of the most successful programs in Brides history, as we had 22 advertisers participate. It was developed for the relaunch, and it will become a signature program called Brides We Love It.

The entire issue, both in editorial and advertising, can be activated with snap tag technology which will allow the readers to receive free products, watch video and learn more about the products. The 360-degree program touched print, digital, our digital edition and pushed through all Brides' media touch points. We're partnering with television channel TLC; there are dedicated email blasts, postcards, social media, our bridal event and outdoor creative integrated with snap tags as well.

FOLIO: What does Brides offer in a crowded market? How does the revamp position the magazine?

MM: Fulenwider's content strategy is to use the best editors in the business, but also bring in experts both inside and outside of the wedding industry to contribute for us, both in the magazine and online.

FOLIO: Are there physical changes to the magazine?

MM: In addition to the increased trim size, there's also a new logo. Fulenwider and her team chose from 600 logos. The new logo was is a typeface named Freight, custom made by the typeface artist themselves.

FOLIO: There have been several staff changes at Brides. What does this mean for the magazine strategically?

MM: I can only speak to the business side, but we are one of the few books in the industry that has two associate sales publishers. Lori Silver handles all of my endemic business: bridal designers, retailers, jewelry, travel, etc. Hedy Sams-Pierson is focusing on non-endemic advertisers in order to bring in new, unexpected business to the book. New clients for Brides include Garnier, Biore, Schick and JCPenney Portrait Studios.

#### [Meredith Corporation Names Jon Werther Chief Strategy Officer](#)

Press Release , PR Newswire . 4/18/2012

Meredith Corporation (NYSE: MDP), the leading media and marketing company serving American women, announced today that Jon Werther has been named Chief Strategy Officer. In this role, Werther, 43, will work with Meredith's senior management team on evolving corporate and business unit strategies, sourcing and evaluating new strategic opportunities, and leading key strategic initiatives. He will start his new duties on April 30, and report directly to Meredith Chairman and CEO Stephen M. Lacy.

Werther brings a unique blend of digital, media, operational and business development skills to the position. After beginning his career as a transactional attorney, Werther spent more than 10 years in positions of increasing scale and responsibility at Time Warner and its AOL division.

From 1999 to 2005, Werner negotiated and closed a variety of strategic partnerships and led cross-company initiatives which helped spearhead AOL's shift to a web-focused strategy. He then joined Time Warner as Vice



President, Operations, where he served on an executive team responsible for both shaping and implementing a company-wide digital distribution strategy, and improving corporate department and portfolio business operating performance.

Werther rejoined AOL in 2007 as Executive Vice President, Business Development, and later was named Executive Vice President, Integrated Operations. In these roles, he was responsible for improving the results of AOL's web business; overseeing the company's acquisition integration and core process improvement efforts; and driving global business development and strategic partnerships.

Most recently, Werther served as a President of Simulmedia, an audience-targeted television ad network. He played leadership roles in helping the company advance beyond its pre-revenue stage; build a local and national television advertising network reaching more than 100 million multichannel U.S. households; amass industry-leading levels of set-top box and other data; and execute more than 100 successful advertising campaigns for national brand advertisers and their media agencies.

"Jon brings outstanding skills and experiences to this position, particularly in the digital media field," Lacy said. "Additionally, he has operating, strategy and marketing experience in the business fields in which we operate, as well as with start-up organizations. I'm looking for him to be a valued advisor as well as a 'disrupter,' someone who helps us look at strategy and business opportunities from viewpoints we may not have conceived or considered before."

Werther earned an MBA from The Wharton School of Business at the University of Pennsylvania; a law degree from George Washington University; and an undergraduate degree from Emory University.

#### [House Beautiful Introduces Television Partnership With HSN](#)

TJ Raphael , Folio . 4/18/2012

Hearst's House Beautiful is taking to the small screen this year—the publication is launching a partnership with HSN, formerly known as the Home Shopping Network, to raise awareness about the brand and foster commerce and consumer interaction.

"This partnership represents the future, moving commerce in a modern direction," says Newell Turner, the publication's editor-in-chief. "It's an opportunity to marry our brand's editorial authority with retail. House Beautiful has a distinct point of view that our readers love. HSN has deep expertise in creating and sourcing product for retail. Now together we are enabling consumers to access great taste and design in a whole new way. We have readers at every stage of life and income, and HSN is making it possible for all of us to have a more beautiful home."

Turner defines the House Beautiful Marketplace as a place consumers can visit to shop for furniture, lighting, rugs, decorative accessories and art for their homes. The House Beautiful Marketplace will debut on HSN TV and Turner himself will be appearing in episodes and online to offer his take on the latest trends in home design. The website for the marketplace ([HSN.com/HouseBeautiful](http://HSN.com/HouseBeautiful), pictured right) gives Web visitors information on House Beautiful picks, and expert decorating advice from editors and writers.

"There is going to be some cross-promotion between HSN and House Beautiful, but in the end it's really all about shopping for things to make your home more beautiful and a reflection of your personal style," says Turner. "I'm now involved with all the media platforms, so when I'm going to be a guest on an HSN show, I'll definitely be tweeting that I'm on air. Think of it as taking the magazine to TV. We're going to be part of HSN's broadcast design

week three times a year. I or one of my editors will be the guest of shows devoted to home design. We'll be there to talk about what we see happening in the world of interior design. Online at HSN.com, some of our shopping columns will be extended with more home furnishings available through HSN."

Going forward, some monthly columns in the magazine will include products seen on the House Beautiful Marketplace program. Turner says the partnership can be looked at as a content source for the magazine on different furnishing offerings and services. The editorial will remain largely independent, though there will be some intersections between editorial content and television programming.

HSN approached the publication about this collaborative effort, though Turner declined to comment on whether or not this represented a paid partnership.

"Our partnership came out of our desire to reach the consumer wherever she is—on her mobile device, on her computer, watching television—and offer her ease of access to great style for her home, beyond the pages of the magazine," says Turner. "We were interested in what they were doing—making great design available to everyone."

## RETAIL NEWS

### [Consumer confidence rises to match four-year high](#)

Gail Hoffer , Retailing Today . 4/20/2012

NEW YORK — A report released by Bloomberg showed that household confidence improved last week to match the highest level in four years.

The Bloomberg Consumer Comfort Index was minus 31.4 in the period ended April 15, compared with minus 32.8 over the previous seven days. The reading equaled that from two weeks earlier as the best since March 2008.

Despite the strong showing, the monthly expectations measure fell from a one-year high, showing ongoing concerns that too many Americans are still unemployed.

"The uneven nature of the recovery will likely continue to restrain the type of improvement in consumer sentiment that one would traditionally observe at this point in the expansionary cycle," said Joseph Brusuelas, a senior economist at Bloomberg LP in New York.

Jobless applications fell by 2,000 to 386,000 in the week ended April 14 from a revised 388,000 the prior period that was higher than initially estimated, Labor Department figures showed Thursday in Washington. The median forecast of 47 economists surveyed by Bloomberg News called for a drop to 370,000.

The positive news comes on the heels of this week's announcements that retail sales rose a better-than-expected 0.8% in March. The gain was almost three times as large as projected by the median forecast of economists surveyed by Bloomberg and followed a 1% advance in February.

**[Ikea furnishes agreement with TV manufacturer](#)**

Gail Hoffer , Retailing Today . 4/19/2012

TV manufacturer TCL Multimedia Technology Holdings has entered into an agreement with Ikea for the development of its innovative concept of complete TV solutions that includes TV, sound system and furniture.

According to a TCL press release, the partnership will enable Ikea to offer customers designated electronic products integrated into furniture that are operated by only one remote controller, boasting the seamless blend of advanced technology and creative interior design.

Li Dongsheng, chairman of TCL Multimedia said, "TCL has always been committed to implementing our corporate strategy of 'integration, innovation and internationalization'. This new partnership will not only enable TCL to explore potential business opportunity, but will also enhance TCL's brand awareness in the Overseas Markets and generate synergy for both enterprises"

TCL Multimedia is one of the largest global TV manufacturers in China.

**[U.S. retail sales rise more than expected in March](#)**

Gail Hoffer , Retailing Today . 4/16/2012

The Commerce Department said Monday that retail sales rose a better-than-expected 0.8% in March as job gains and warmer weather encouraged more consumers to shop. The increase was below February's 1% increase but above January's pace.

Excluding both automotive and gasoline sales, retail sales rose 0.7%. Excluding the increase in auto sales, retail sales still rose by 0.8% in March.

Advance estimates put the total level of U.S. retail sales at a seasonally adjusted \$411.1 billion for March.

**[Teavana to expand presence in Canada with acquisition of Teopia chain Atlanta](#)**

Marianne Wilson , Chain Store Age . 4/17/2012

Teavana Inc. on Monday said it will buy Canadian tea retail chain Teaopia Ltd. for \$26.9 million in cash. It is Teavana's first major acquisition since it went public last year.

Teaopia operates 46 stores, primarily in high-end malls across Canada and online. Last year it generated net sales of approximately \$17 million and opened 12 stores.

Teavana operates 200 company-owned stores in 39 states, including one store in Canada, and 18 franchised stores primarily in Mexico, as well as through its website.

“With this acquisition, we immediately establish a strong foothold in many of the best mall locations in Canada,” said Andrew Mack, chairman and CEO of Teavana. “Teaopia’s prime mall locations, similar store branding and focus on premium loose-leaf teas, and great store employees and managers all make this opportunity a natural fit for us.”