

MONDAY » MEDIA & MARKETING

Barton Cotton's campaign: 'Imagine' world without VFW

By Aaron Cahall
Examiner Staff Writer

Agency: Barton Cotton, based in Baltimore and working exclusively for national nonprofit organizations.

Client: Veterans of Foreign Wars, the country's most renowned nonprofit veterans service organization.

Job: The first objective of the TV campaign was to create awareness of VFW and its services, according to Parissa Snider, director of corporate communications for Barton Cotton. She said the ad would need to redefine and reposition the brand — especially to younger generations — and generate donations: Most of VFW's budget is garnered through individual donations.

Theme: "Imagine a world with no VFW." To view the ad, visit helpvfw.org.

The Concept: Set against the sounds of a soulful rendition of "Amazing Grace," the two-minute ad shows how the need for VFW services has never been greater, Snider said. With more than 1.4 million men and women serving in the global war on terrorism, thousands are returning home each day seeking assistance to get back on their

feet, to reclaim their lives and rebuild their families, she said.

The Plan: The campaign intends to show the viewer what the world would look like if the services VFW offered were not available. The ads depict a young military wife who can't afford to feed her child, a serviceman dealing with separation from his family and no way to call home, and an aging veteran struggling to get the medical benefits he is entitled to. The ad features a military widow as its spokeswoman and chronicles the story of how VFW helps those in need, like her. The ad ends with a call to action, asking the viewer to give a gift to the VFW to give our country's heroes the help they deserve, Snider said.

Account team: Ruth Anne Pippenger, Kristie Hazard, Mike Elliott

Background: The television commercial is airing nationally on well-known cable networks including Lifetime, History Channel, Biography, MSNBC, Versus, Fine Living, TV Land, GSN, Discovery Military and Discovery Health. The campaign's online component includes a Web site, helpvfw.org, that allows users to see the ad, learn more and donate to VFW. The ad is posted on YouTube and received more than 1,200 views in one week.

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America's top 10

BEST-SELLING BOOKS

FOR THE WEEK ENDED OCT. 13
FICTION

| Title | Author |
|--------------------------|--------------------|
| 1 Playing for Pizza | John Grisham |
| 2 The Choice | Nicholas Sparks |
| 3 Dark of the Moon | John Sandford |
| 4 Thousand Splendid Suns | Hosseini |
| 5 You've Been Warned | Patterson, Roughan |
| 6 Bridge of Sighs | Richard Russo |
| 7 Shoot Him If He Runs | Stuart Woods |
| 8 The Orc King | R.A. Salvatore |
| 9 Run | Ann Patchett |
| 10 The Bone Garden | Tess Gerritsen |

NONFICTION

| Title | Author |
|---------------------------|----------------|
| 1 My Grandfather's Son | Thomas |
| 2 Age of Turbulence... | Alan Greenspan |
| 3 The Secret | Rhonda Byrne |
| 4 If Democrats Had Any... | Ann Coulter |
| 5 The Nine | Jeffrey Toobin |
| 6 The Day of Battle... | Rick Atkinson |
| 7 The Coldest Winter... | Halberstam |
| 8 The War: An Intimate... | Ward, Burns |
| 9 The Weight Loss Cure... | Kevin Trudeau |
| 10 Louder Than Words... | Jenny McCarthy |

BOX OFFICE

OCT. 12-14, IN MILLIONS (ESTIMATED)

| Title | Total |
|-----------------------------------|--------|
| 1 Why Did I Get Married? | \$21.5 |
| 2 The Game Plan | 11.5 |
| 3 Michael Clayton | 11.0 |
| 4 We Own the Night | 11.0 |
| 5 The Heartbreak Kid | 7.4 |
| 6 Elizabeth: The Golden Age | 6.2 |
| 7 The Kingdom | 4.6 |
| 8 Across the Universe | 4.0 |
| 9 Resident Evil: Extinction | 2.7 |
| 10 The Seeker: The Dark is Rising | 2.2 |



"Fantastic 4: Rise of the Silver Surfer" was No. 1 in rentals and sales. - Courtesy photo

RADIO AIRPLAY

FOR THE WEEK ENDED OCT. 12

| Artist, Title | Last Week |
|----------------------------------|-----------|
| 1 Soulja Boy Tell'em, Crank That | 1 |
| 2 Kanye West, Stronger | 2 |
| 3 Britney Spears, Gimme More | 3 |
| 4 Timbaland, Apologize | 6 |
| 5 Timbaland, The Way I Are | 4 |
| 6 J. Holiday, Bed | 5 |
| 7 Colbie Caillat, Bubbly | 10 |
| 8 Alicia Keys, No One | 12 |
| 9 Fergie, Big Girls Don't Cry | 5 |
| 10 Kanye West, Good Life | 18 |

ALBUM SALES

FOR THE WEEK ENDED OCT. 12

| Artist | Title |
|----------------------|---------------------------|
| 1 Bruce Springsteen | Magic |
| 2 Rascal Flatts | Still Feels Good |
| 3 Matchbox 20 | Exile On Mainstream |
| 4 Soulja Boy Tell'em | souljaboytellem |
| 5 J. Holiday | Back Of My Lac' |
| 6 Keyshia Cole | Just Like You |
| 7 Kanye West | Graduation |
| 8 Reba McEntire | Reba Duets |
| 9 Annie Lennox | Songs of Mass Destruction |
| 10 Soundtrack | High School Musical 2 |

MOVIE SALES

FOR THE WEEK ENDED OCT. 7

| Title (Weeks out) | Last Week |
|--|-----------|
| 1 Fantastic 4: Silver Surfer (1) | New |
| 2 The Jungle Book (1) | New |
| 3 Knocked Up (2) | 1 |
| 4 1408 (1) | New |
| 5 Fantastic 4: Silver Surfer Power (1) | New |
| 6 Next (2) | 2 |
| 7 Barbie as The Island Princess (3) | 4 |
| 8 We Are Marshall (3) | 3 |
| 9 Wild Hogs (8) | 8 |
| 10 The Condemned (3) | 6 |

DVD RENTALS

FOR THE WEEK ENDED OCT. 7

| Title (Weeks out) | Last Week |
|----------------------------------|-----------|
| 1 Fantastic 4: Silver Surfer (1) | New |
| 2 Knocked Up (2) | 1 |
| 3 Next (2) | 2 |
| 4 1408 (1) | New |
| 5 We Are Marshall (3) | 3 |
| 6 Bug (2) | 4 |
| 7 The Condemned (3) | 5 |
| 8 Wild Hogs (8) | 6 |
| 9 Blades Of Glory (6) | 7 |
| 10 Georgia Rule (5) | 8 |

- AP/Bloomberg

VOICES for Children
invites you to attend
Vintage affair
Proceeds to benefit Voices for Children, whose mission is to ensure that abused and neglected children are placed in safe, permanent homes.

Main Event Tickets:
\$75
per person

VIP Reception Tickets:
\$125
per person
featuring Premium Wine Tastings and a Souvenir Wine Glass



Taste international wines and microbrews, sample hors d'oeuvres and desserts prepared by The Elkridge Furnace Inn and participate in a silent Auction of fine wines & brews.

Friday, November 2, 2007
Eight o'clock in the evening

The Elkridge Furnace Inn.
Elkridge, Maryland

VIP Reception 7PM-8PM

For tickets please send check made payable to:

Voices For Children
5550 Sterrett Place, Suite 215
Columbia, MD 21044

Please specify the number and reception type of tickets you are requesting. All tickets will be mailed directly to you. Directions to the Elkridge Furnace Inn are printed on the tickets.

Voices for Children
410.740.0933
Email: info@voicesforchildren.org
www.voicesforchildren.org

MEDIA NEWS IN BRIEF

Clipper City Brewing chooses Maroon for marketing

Clipper City Brewing Co. this week selected Maroon PR, in conjunction with Moorea Marketing, as its agency of record.

Maroon PR works with Moorea on local and regional events, and this month began working with Clipper City on media relations, events and tourism initiatives. Clipper City Brewing Co. is Baltimore's largest brewing facility producing hand-crafted draught and bottled beers.

"Clipper City is a Baltimore institution, and microbrewing exists in Maryland because of [Clipper City general partner] Hugh Sisson," John Maroon, president of Maroon PR, said in a statement. "We are excited to work with our friends at Moorea Marketing in an effort to continue to grow the Clipper City brands." - Aaron Cahall

Merkle baking "e-cupcakes" to support CancerCare

Lanham-based database marketing agency Merkle is helping New York nonprofit CancerCare raise awareness and funds with a new online "interactive bakery" that allows visitors to create and send their own virtual cupcakes by e-mail at CupcakesForACause.org.

The Web site, launched Tuesday, will run in conjunction with CancerCare's fourth annual "Cupcakes for a Cause" fundraising program from to-

day to Oct. 21, a weeklong event during which dozens of participating bakeries around the country sell specially decorated cupcakes and donate a portion of the proceeds to support the organization's CancerCare for Kids program.

CancerCare is a national nonprofit organization that provides free professional support services for anyone affected by cancer. - Aaron Cahall

TBC creates 'Invisible' spot for Constellation Energy

Trahan, Burden & Charles' new television commercial highlighting the role of Constellation Energy in the everyday lives of its customers will continue to run through November, the Baltimore-based firm said.

Tagged as "Invisible," the commercial launched as part of Constellation's title sponsorship of the Constellation Energy Senior Players Championship earlier this month. The spot aired nationally during the tournament on the Golf Channel and NBC, and will continue to air on national cable networks including CNBC, MSNBC, Fox News, ESPN and CNN through Nov. 11.

The commercial is the latest installment of Constellation's ongoing branding campaign, "Turning."

"As the nation's largest competitive supplier of electricity, Constellation provides energy to two-thirds of the country's Fortune 100 companies," Allan Charles, TBC's chief creative officer and founding partner, said in a statement. "The new spot conveys this in an engaging way that shows how far Constellation's services extend."

- Aaron Cahall