



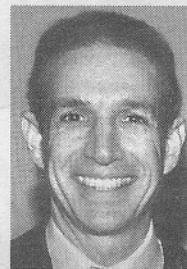
DAVID NEFF
President
Neff Associates Inc.
Philadelphia

806 Capital acquired three distinctive landmark loft properties in Old City: the Lofts @ 209, Hoopskirt Lofts and Letitia Lofts. Instead of creating three different campaigns, we recommended marketing all three under the umbrella of OldCityLofts.net. Because of the younger-skewing demographics of our target audience, we recommended an aggressive campaign that included billboards, backlit garage signs, posters in area gyms and the distribution of over 150,000 items — such as cocktail napkins, coasters and pint glasses — at hand-picked Old City hot spots. The agency also designed a line of apparel to be distributed at Old City events and open houses and as “leave-behinds” for prospective buyers. The campaign resulted in two of the three properties reaching near sold-out status in well under a year despite a down market.



LINDA ROSANIO
CEO
The Star Group
Philadelphia

How does an advertiser with a relevant Super Bowl message get it across without a Super Bowl budget? Create your own commercial and put it on YouTube with search words that lead Super Bowl fanatics to the spot with a single click. That’s what the Star Group did for Caron Treatment Centers — one of the largest addiction treatment centers in the country. More alcohol is consumed on Super Bowl Sunday than any other day including New Year’s Eve. The spot, set on Super Bowl Monday, showed a guy getting sick next to a dumpster in an alley with the line: ‘If you still think you don’t need help. You need help.’ With heavy online traffic to view Super Bowl commercials before and after the game, Caron earned global exposure via YouTube without having to buy global media — 80,000 views in just three days.



JON CRANE
President
Crane Marketing Communications
Blue Bell

How do you attract young, first-time homebuyers to an area of Philadelphia that is considered less than desirable? We chose buzz and guerilla marketing for Westrum Development’s marketing campaign for Brewerytown Square, at 31st Street and Girard Avenue. We employed teams of people who matched our target audience to generate excitement about the community. They distributed coffee sleeves to independent coffee shops, drink coasters and match boxes to bars and restaurants, T-shirts to area sports teams, and beer glasses to bars and restaurants throughout the city. In addition, the ‘Brewerytown buzz team’ posted bulletins and posters about Brewerytown Square events, held small gatherings at sports clubs, bars and restaurants, and generated positive word about the soon-to-open community. The night before the opening of sales to the public, 14 people camped out and the next morning, more than 50 people stood in line, waiting to make noncontingency deposits on homes at Brewerytown Square. The entire inventory of 32 townhomes sold out on the first morning. Sales after the opening continued to be brisk.



PATRICK MCKENNA
CEO
DMi Partners
Philadelphia

When Mitchell & Ness Nostalgia Co. needed a campaign to drive brand awareness and online sales of its authentic apparel, we came up with a new take on the standard back-to-school concept with the “Back to Old School” sale. For the five days after Labor Day, we launched a 20-percent-off sale across the site that was promoted through email marketing to the in-house database, and externally through advertisements on the major search engines and on SI.com and ESPN.com. The one-time strategic media buys on these targeted sites along with the campaign’s distinctive nature drove significant traffic. The first year produced a 51 percent sales increase. The second year produced a 103 percent sales increase. Essentially we introduced Mitchell & Ness to a new set of customers and drove significant sales increases while eliminating excess inventory, and extended the back-to-school season into the holiday season.

— Sean Scully

On Topic

Q: How do you balance campus safety with the rights and privacy of students?

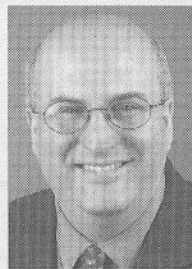


RICHARD L. MCCORMICK
President
Rutgers University
Camden

We employ an array of tools such as cameras, student identification systems and the electronic locking and monitoring of campus buildings.

Rutgers uses cameras primarily for crime prevention. At every camera location, a large sign says, "cameras for safety." This lets everyone know that the area is being monitored. In areas of vulnerability, these cameras also provide images that aid in our response and serve as powerful tools for investigations.

We have found that students are extremely familiar and comfortable with this technology. They live in a world of cameras and support their use to reduce the likelihood of becoming a victim. While students are opposed to invasion of privacy, and we certainly honor that privacy within residence hall rooms, they also have an expectation that areas open to the public are protected.



CRAIG R. CARNAROLI
Executive Vice President
University of Pennsylvania
Philadelphia

One new example of how Penn is working to make the campus safe is our alert emergency notification system, which sends simultaneous alerts through text messaging, voicemail and e-mail to cell phones, landline phones, fax machines and PDAs. The system permits two-way communication between each recipient and the University in an emergency.

Penn plays an important role in maintaining safe neighborhoods in University City also. Our neighbors benefit from a regular Penn police presence that extends beyond the campus.

In addition, Penn's public safety department conducts more than 150 safety workshops and self-defense clinics annually. Highly trained staff members are available to provide assistance and support to crime victims, when needed. And we do all of this with a vigilant eye toward respecting the privacy of everyone for whom the campus is a home, a place of learning and a place of employment.



ALLEN L. SESSOMS
President
Delaware State University
Dover, Del.

[Note: One student died and another was injured after a Sept. 21 shooting on the school's campus.]

We have a certified campus police department with the same arrest powers as any municipal police department.

Our students have the same constitutional rights as any other citizen. They are protected against unreasonable search and seizure. Anytime we have a need to search a student's residence on campus, our police have ... to get a search warrant.

One area of the bill of rights that does not apply to our student population is the right to bear arms. A weapons possession violation ... results in suspension or expulsion. During those infrequent occasions that we find out a student possesses a gun on campus, it is sometimes other students who make us aware of it. In desiring to be in a safe environment on campus, and it has prompted some students to "police themselves."



FRED CARBONARA
Director of Public Safety
Drexel University
Philadelphia

Having the department of public safety and the Drexel community work together as partners is the best way to enhance campus security while minimizing intrusion into a student's freedom and privacy. There is a shared responsibility for security in a free society.

The department of public safety provides professionally trained staff, combined with technology, to present a line of defense against criminals. Highly visible officers on routine patrol offer a deterrent to criminal acts. Supplementing these officers with technology such as closed-circuit TV camera, radio communications, etc. makes their efforts more efficient. We also make it more difficult for criminals to operate by addressing environmental issues such as adequate lighting, access control, fencing and eliminating hiding places such as overgrown shrubbery.

In addition, one of the most important and effective crime deterrents is a vigilant community that participates in crime-prevention efforts by practicing safe behaviors; by being alert and reporting suspicious behaviors.

— Sean Scully