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MARKETING & MEDIA

Atlanta firm to market John R. Wooden Award

Atlanta Business Chronicle - by [Giannina Smith](#)

WCreative Presence Partners Inc. has been retained by **W**The Los Angeles Athletic Club (LAAC) to market a prestigious national college sports award. The Atlanta-based marketing firm will be working to promote the John R. Wooden Award, an honor bestowed annually to the most outstanding college men's and women's basketball players.

"We are working together to build a three- to five-year vision for the award, recognizing short-term that there are challenges in the marketplace, but long-term there certainly continues to be a place for Coach Wooden and the Wooden Award in the collegiate marketplace," said Vince Thompson, CPP president and CEO.

Named for John R. Wooden, a Hall of Fame player and the UCLA coach who guided his team to 10 NCAA basketball titles in 12 years, the award has been presented to the top collegiate men's basketball players since 1977 and the most outstanding women's player since 2004.

Beginning in January, CPP and the LAAC will launch a multimedia campaign that includes television, print, online, digital, experiential and event marketing. Thompson said the first big step, however, is to identify a corporate sponsor to partner with the Wooden Award, much like the Heisman Trophy has done with presenting sponsor Nissan.

"They've engaged us to identify a strategic sponsor, I mean linking into a company that not only personifies the leadership that Wooden personifies, but wants to promote themselves in the sport of college basketball," he said.

UGA research ranking

The University of Georgia has been ranked No. 1 in advertising research for the third time, according to the fall issue of the Journals of Advertising. UGA also ranked in the top spot in 1990 and 1998.

The ranking was based on the number of articles published from 1997 to 2006 in the top three U.S.-based advertising journals, including the Journal of Advertising, the [W](#) **Journal of Advertising Research** and the Journal of Current Issues and Research in Advertising.

Listed among the most published were three University of Georgia Grady College of Journalism and Mass Communication faculty members, including Len Reid, professor of advertising, who ranked fourth; Tom Reichert, associate professor of advertising, who ranked 16th; and Karen W. King, professor of advertising, who came in 24th.

Other colleges appearing in the top five included [W](#) **Michigan State University**, the University of Alabama, the University of Florida and Auburn University.

Who got what

Object 9 has been commissioned to redesign the packaging for Bubble Up, Indianapolis-based [W](#) **Monarch Beverage Co.**'s flagship lemon-lime brand. The company recently redesigned the Web site for Maryland-based Wild Goose Brewery.

- Communications 21 Inc. added several new clients to its roster, including the Atlanta Botanical Garden, [W](#) **Emory Healthcare**, consulting group LANFORCE, ice cream and sorbet producer MilliCoolz, NCAA football and the HandsOn Network.
- [W](#) **Rountree Group Inc.** recently added retailer Brigade Quartermasters to its client roster.
- The [W](#) **Jones Group** was selected by the [W](#) **High Museum of Art** to create a brand identity for the museum's annual wine auction.
- The Atlanta office of advertising agency [W](#) **Capitol Media Solutions** has won the New York Department of Education as a client and will be providing planning and buying services promoting the need to bring teachers into the New York School district.
- Atlanta public relations firm [W](#) **Trevelino/Keller Communications Group** added online retailer eInvite.com to its consumer practice.

[W](#) **Ames Scullin O'Haire Inc.** has created a Web site for the [W](#) **National Blues Foundation** to help gain exposure for blues music. The site (www.igetblues.com) allows visitors to experience different styles of blues and helps them find places to buy blues music and see live blues events.

Ad event

Atlanta's advertising community is coming together to celebrate the artistic talents of those whose day job is in the advertising, design or interactive space. Opening Nov. 14, "Art Not Ads" will showcase the artistic work of creatives in the industry through painting, sculpture, jewelry, mixed media, photography and other art forms. Benefiting the Grady High School Fine Arts Program, the show will run through Nov.

16 at Studio Chambers at 741 Edgewood Ave. For more information, please call (404) 223-0073.