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MARKETING & MEDIA

Agency launches 'real' push for intimate wear

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

Unilever's Dove soap brand made a big splash in the marketing world when it decided to feature "real" women, not models, in a landmark advertising campaign. Now an Atlanta agency has created a "real beauty" campaign of its own.

Tribe Inc., a boutique branding agency that specializes in marketing to women, has launched a series of documentary-style commercials for Atlanta-based national retailer Intimacy, a bra fit specialist company with stores in New York, Boston, Chicago, Houston, Miami and Atlanta. The spots, which have begun airing in Atlanta and five other markets, feature women of all sizes being fitted for the appropriate size bra by Susan Nethero, Intimacy founder and chief fit strategist.

"We wanted to show the difference a right fitting bra can make for a real woman, not an airbrushed model," said Tribe's CEO and creative director, Elizabeth Cogswell Baskin.

For the commercial shoots, Tribe used a completely female production crew -- from the director to the grips -- to help make the partially undressed women feel more comfortable.

Shot in Atlanta, the three commercials will air through the rest of the year.

Other Tribe clients include Porsche Cars North America, United Parcel Service Inc., The Home Depot Inc. and Mannington Floors.

Free PR

Boutique agency Blueprint Creative Group is offering its services for free to deserving nonprofits. The Atlanta-based public relations agency is awarding \$20,000 of in-house public relations services to charitable organizations, in light of the current economy.

"They are taking a lot of slack from the economy," said Fabiola Fleuranvil, Blueprint Creative Group CEO. "I decided that with the economy the way it is and speaking to a few nonprofits I decided to make it more of a public [offering]."

The public relations grant can be applied toward a variety of services including strategy development, community relations, media relations, event marketing, marketing plan development, sponsorship development, Web design and more.

Interested 501(c)(3) organizations can apply online at www.blueprintcreativegroup.com/prgrant.html before June 16 and will be notified of their status by July 16.

Who got what

New clients for Atlanta-based BrightWave Marketing Inc. include California Casualty Insurance and Iowa State University.

BrandVenture new client wins include Walton Regional Medical Center, St. Mary's Health Care System, Dalco Custom Homes, Firefly Mountain Resort, Dos Copas Restaurant Group and InView Vision. Atlanta-based BrandVenture specializes in brand development.

Trevelino/Keller Communications Group, an Atlanta-based public relations firm, added electric vehicle company RTEV as a client to its consumer practice.

Jackson Spalding Inc. added several new clients to its roster, including Consumer Credit Counseling Service of Greater Atlanta, Locos Grill & Pub and financial planning firm Homrich & Berg Inc.

Alpharetta-based FishEye Media Productions Inc. recently produced several informational videos for an interactive CD-ROM for Siemens Energy and Automation Inc.

The Hotel Management Group, the hotel operations division for Atlanta-based InterContinental Hotels Group, has chosen marketing firm Object 9 to assist with a business-to-business marketing initiative that includes developing print advertising and redesigning sales collateral.

Williams Mills Agency was selected by Zaio Corp., a real estate technology and database company, to design and execute its public relations initiatives.

Emmys

The Southeast Regional Emmy Awards will be presented June 21 at the Grand Hyatt Atlanta in Buckhead. The event is sponsored by the Southeast chapter of the National Academy of Television Arts and Sciences (NATAS). The 34th annual black-tie gala will include a champagne reception at 5:30 p.m. followed by dinner and the awards

ceremony. For more information or to make reservations visit
www.natassoutheast.org.