



Electronic Retailing Association

Leaders in Direct-to-Consumer Commerce

ISSUE BRIEF

The Intersecting Worlds of Television and Online

Industry Experts: Johnny Mathis Jr. - Livemercial, Aaron McNally - Google, Dave Newmark - Bid4Spots.com

Briefing: As television and online media continue to converge, we are seeing exciting new ways in which the immersive qualities of television are combining with the interactive, immediate, measurable and on-demand nature of the Internet. From online and mobile video to digital platforms for placing and tracking media buys, established and emerging technologies are combining to empower marketers as never before. Explore the cutting edge and future of media with this panel of experts.

Challenge: As current media technologies merge, what one platform promises to transcend current limitations within the direct response industry?

Objective: To encourage a dialogue between industry experts of opposing viewpoints and foster a better understanding of these issues that could affect the very foundation of the industry's most important media platforms over the next decade.



ISSUE BRIEF

Affiliate Marketing: From the Front Lines

Industry Experts: Thomas A. Cohn - Venable, LLP, Wendi Cooper - C Spot Run, Michael Jones - Pepperjam, Deanya Kueckelhan - FTC, Peter Vogel - Adperio, Brad Wilson - BradsDeals.com

Briefing: Have you been exploring the possibility of adding affiliate marketing to your business strategy but you're not quite sure where to begin? Don't miss your chance to learn from actual advertisers marketers and one of the world's leading super affiliates how to successfully leverage the channel—from selecting affiliates or networks, structuring offers and compensation plans, developing creative and managing the network for compliance issues. In addition, several leading affiliates will be on hand to outline their requirements to maximize sales and optimize the affiliate-marketer relationship.

Challenge: Is there an effective, safe way to use affiliate marketing?

Objective: DR marketers know the legal risks/pitfalls in their space, but may not know how those same issues/principles apply to affiliate marketing. According to session panelist Thomas A. Cohn of Venable, LLP, "This session will show attendees how to use affiliate marketing effectively, but safely, and not run afoul of federal/state advertising laws/regulations or private exposure like IP infringement." What's more, attendees will walk away with legal best practices that they can follow in employing affiliate marketers—either directly or through turnkey solutions.



ISSUE BRIEF

Mobile Has Arrived - Now What?

Industry Experts: David Gould - mShopper, Karen Neuman - St. Ledger-Roty Neuman & Olson, LLP, Scott Reid - Oak Lawn Marketing, Jay Block - Sonic Mobile

Briefing: The wait is over. Mobile is here but some marketers still don't know how to leverage its full potential. Where is the money being made in m-commerce? Will m-commerce grow around couponing and alerts (as many expected), mobile shopping malls, individual commerce sites on the mobile web or through smartphone applications? Industry experts will explore these issues and outline actionable strategies and best practices for leveraging the enormous potential of this developing medium. It is estimated that the world market for mobile marketing and advertising revenues will reach nearly \$50 billion by 2014, up from about \$29 billion today, growing at a five-year CAGR rate of nearly 12%. Europe and North America will grow at the fastest rates, about 16% through the period, to reach \$16.3 billion and \$12.4 billion, respectively.

Challenges: Will 2010 be a decisive year for spending using the mobile marketing platform? Are marketers worldwide finally moving from disillusionment over their expected return to the realization that they can enhance consumer brand equity via the targeted precision and customized experience that mobile marketing affords over other media placements?

Objective: To provide attendees with the tools and techniques necessary to turn mobile marketing from a marketer's pipe dream and into a real world revenue stream.



ISSUE BRIEF

Executive Media Dialog 2010: The Future of Paid Programming

Industry Experts: Hank Cohen - KSL Media, Doug Frankel - Broadcast Communications Media Inc.

Briefing: Join leading media experts and industry executives for this provocative open-forum discussion on the shifting media landscape and its implications for long-form DRTV.

Challenges: Is traditional DRTV living on borrowed time? Where has the viewership gone? Will DRTV continue to adapt—and how—or will it go the way of the newspaper industry?

Objective: To provide attendees with a platform to voice their concerns and ask probing questions of the panel of experts, as well as gain perspective from those closest to the issues.



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Crafting Powerful—and FTC-Compliant—Testimonials

Industry Experts: Rich Cleland - FTC, Peter Marinello - ERSP, Joan Renfrow - Onyx Productions Direct Inc., Greg Sater - Rutter Hobbs & Davidoff Inc.

Briefing: The Federal Trade Commission’s revised “Guides Concerning Endorsements and Testimonials in Advertising” has effectively eliminated use of the familiar “safe-harbor disclaimer,” however, there are a variety of ways in which advertisers can comply with the Guides without subjecting themselves to onerous and expensive disclosures. Primarily, it’s up to the marketers and producers to use their creative toolkits to craft testimonials and shows that retain their impact and persuasive power without setting off disclosure requirements. Industry-leading production and legal experts will share the most effective techniques.

Challenge: What can the marketer or the producer do on a day-to-day basis to retain the powerful impact of their shows without triggering disclosure requirements?

Objective: To discover the leading strategies and techniques for producing testimonial-based advertising that is compliant without losing its impact and effectiveness. “I am confident this panel will give DR marketers, advertisers, creatives and producers the affordable tools and inexpensive techniques they will need to adhere to the newly revised FTC guidelines for testimonials and endorsements without losing the sales impact of their marketing message,” contends session panelist Joan Renfrow of Onyx Productions Direct.



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ISSUE BRIEF

Viral Marketing: Real World Word-of-Mouth Tactics

Industry Experts: Charlie Fusco - Synergixx, Jeff Knowles - Venable, LLP, Michael Pierce - Mutiny Pictures

Briefing: What's all the buzz about? Buzz marketing, of course! However, few understand the nuts and bolts needed to put together a successful viral marketing campaign. "When it comes to viral marketing, I think the best thing we can discuss is how this medium is a pivotal point in our evolution as marketers," says session panelist Charlie Fusco of Synergixx. "What we, as DRTV marketers, need to come to an agreement on is how we can use viral marketing to enhance our traditional methods and open up new sales channels." Marketers will also discuss their actual campaigns that have successfully driven revenue and customer engagement.

Challenge: How do you make a viral marketing campaign creative or attractive enough for users to spend around it?

Objective: Although it seems that viral marketing success happens spontaneously and organically, there are cutting-edge strategies that marketers can leverage to plant the seeds for generating real word-of-mouth advertising revenue.