

Rich Terry Joins Rawle Murdy as new Creative Director

We're delighted to welcome Rich Terry to Rawle Murdy. Here's his profile, in his own words.



I feel very fortunate to be at Rawle Murdy, where I can help make a difference for a wide variety of clients. My background includes working

at Tracey-Locke and Ogilvy, serving as senior vice president and creative director of GSD&M, and creative director of T3, a leading digital agency.

I've been privileged to work on clients like Porsche, Pennzoil, Pebble Beach,



Dell, Doritos, MTV's Rock the Vote, and Southwest Airlines. In fact, I'm proud to have played a key role in creating the "you're now free to move about the country" positioning for Southwest Airlines. How cool that they're coming to Charleston!



I'm also proud to have directed commercials for GE, AT&T, the St. Louis Rams, and Quicken, as well as have work featured in the One Show, Communications Arts, and the Cannes Advertising Festival.

But I'm proudest of being part of organizations that make a positive impact for clients, for regular people out there, and for staff members. And that's why I'm so grateful to be at Rawle Murdy.

Join The Conversation

Got ideas? Share them with us on the Rawle Murdy blog at www.RawleMurdy.com/blog

Rawle Murdy Celebrates 35th Anniversary!

1975...the year that the average home cost \$39,000, the Vietnam War ended, and Bill Gates created an empire.



It was also the year our company began! And we celebrated it this spring by looking forward. Wenda Harris Millard, a global marketing leader and digital media pioneer, joined the Rawle Murdy staff for a luncheon celebration and shared valuable insights. (Please see other side of Breakthrough.) It's an

ever-changing, very dynamic time in our industry, and that's what makes it more exciting than ever. And more fun!

Absolute Total Care Partners with Rawle Murdy to keep SC healthy

Absolute Total Care, a division of Centene Corporate, a Fortune 500 company, has tapped Rawle Murdy to plan and execute fully integrated marketing communications in South Carolina. We're proud

to be teaming up with Absolute Total Care as they partner with physicians, hospitals, and other providers to ensure that each member gets with the right healthcare, at the right time, in the right setting.



Tallest Cooper River Bridge Run Attraction EVER



Carnival Cruise Lines made a splash in Charleston with the world's tallest inflatable slide following the Cooper River Bridge Run on March 27th. The gigantic slide, part of Rawle Murdy's efforts surrounding the launch of year-round Carnival service from Charleston, was seen by an estimated 60,000 runners and spectators. The experiential event reinforced the Carnival brand promise of "Fun for All. All for Fun." and created a community tie-in with a \$5,000 contribution to the MUSC Children's Hospital – \$1 for every slide participant!



Carnival Fantasy sails into Charleston Harbor

Wenda Harris Millard Speaks at Rawle Murdy Anniversary

Excerpts from remarks made by Wenda Harris Millard on the occasion of Rawle Murdy's 35th Anniversary.



David Rawle, Wenda Harris Millard, Bruce Murdy

The digital world has changed everything. It has changed the definition of what it means to be a brand. It has changed the definition of what it means to be a consumer. And it has certainly changed what it means to be an agency.

Technology has succeeded in changing consumer behavior. And that has enormous implications for the business we're in.

Technology has enabled consumers to talk about brands, their products, and their services. There's now no excuse for any of us professionals not to be listening to what customers are saying.

Another important change has been accountability. We are more accountable now in this business than ever before. And, while our work needs to be accountable, we should avoid an over-fixation on immediacy.

Technology has also made consumer participation possible and indispensable. We used to talk about advertising as the art of persuasion. That really is not true any more. I think about advertising now as the art and science of persuasion and participation.

Another phenomenon is something I call "my space is your space" or "everybody in the pool." What I mean by that is there used to be a demarcation between the buyer and the seller, between agencies and media, between publishers and consumers. Now that has all changed.

Take Meredith Corporation, for example. You might think of them as a big old publishing house based in Des Moines. After all, they publish magazines like *Better Homes & Gardens*, and *Family Circle*. But in the last few years, they have bought six interactive agencies. Now they are the agency of record for Kraft and Chrysler in their CRM business. "My space is your space."

Everyone is in the pool. The competitive set has changed, and there are more entities doing what each of us does. You can either be threatened that so many companies have decided that they are "in the pool," or you can see this as a great opportunity: "I don't have to live in a box any more. I can reinvent. I can innovate."

My last observation about what I think is really going on in this business is data is "the new black." People talk about data all the time, but that's not what they really mean. Because we have more data than we could possibly absorb.

Data, without being turned into intelligence, has no value. The greatest value is when intelligence is turned into insight. And that's why insight is "the new black."

As much as I love technology, it's a facilitator. It is not the end-game. Technology allows us to become more efficient and more informed. But it will never replace creative. Ever. I think we need to defend creativity, because at the center of the business right now sits science and technology; and, for me, that should be the back end.

We need to help our clients understand the difference between quality and commodity. There's a lot going on in our industry that is commoditizing what we do and not giving creativity and quality their due.

We are still the makers of magic. That's what creativity is all about. And even with the best media plan and the most intelligent targeting, if the message isn't right and don't cause the consumer to feel something or eventually do something, then that great media plan and great targeting doesn't mean anything.

Technology gave the consumer her voice. She is loving it, talking back to everything. Advertising is intrusive. But where it falls apart is when it becomes disruptive. We need to help our clients understand the difference between disrupting the conversation and being the conversation. That's a big challenge.

Wenda Harris Millard is president of MediaLink. She was previously president of Martha Stewart Living Ominimedia, Inc., chief sales officer at Yahoo!, chief internet officer at Ziff Davis Media, president of Ziff Davis Internet, and one of the founders of DoubleClick.

NEWS & EVENTS

Patrick Smith Joins and Jenn Tarsio Promoted

Patrick Smith has joined the Rawle Murdy team as Account Director. Patrick brings more than 12 years of experience, including work with the PGA Tour, NFL, MLB, and NASCAR and previous stints at Ketchum and Fleishman Hilliard.



Patrick Smith



Jenn Tarsio

And congratulations to Jenn Tarsio who has been promoted to Art Director. A Syracuse grad with more than four years experience, Jenn brings great talent and enthusiasm to everything she does.

Two More "Hit the Wall"



Dru Patterson



Katie Prechter

The names of two of our favorite associates, Dru Patterson and Katie Prechter, went up on our 5-Year Wall recently in celebration of the time they have been at Rawle Murdy. During those five years, Dru's son has served two tours of duty in Iraq, and Katie got married! Life's never dull at Rawle Murdy!

Rawle Murdy Wins Regional Gold Addy



Rawle Murdy earned a Regional Gold Addy Award from AAAA's Southeast Region for work with Orient-Express' Windsor Court Hotel in New Orleans.

The campaign focused on letting potential visitors know that New Orleans and Windsor Court were open for business