

theSTAND[®]

○ LISTEN UP

A guy at a gym overhears a couple talking about Nike's Ballers Network. Even though he's an avid basketball player, he's never heard of it. His curiosity piqued, he looks it up on the web. Discovering Ballers Network is a platform that allows basketball players to find courts, arrange games and connect with other players, he adds the Facebook application. In those seemingly idle minutes, something remarkable happened: A relationship formed.

Though we may be adept at tuning out traditional marketing, we're proactively using technology to conduct brand research to decide whether or not to pursue relationships.

The digital age is changing the way we approach branding and prompting new questions like: What does the logo sound like? How does the text move? How can an experience draw an emotion? Good branding reflects the best social interaction we have — a relationship with a friend — requiring equal parts speaking AND listening.

○ CAN AMERICA OUT-GREEN THE REST OF THE WORLD?

Absolutely, with the right leadership. Imagine what it would be like to have the President and his wife bike down Pennsylvania Ave. The next morning, thousands of Americans would go out and buy bikes!

WWW.ODONNELLCO.COM



○○ frosty reception

Hesitant to give someone you just met your digits? With a disposable number from Vnumber.com, you can make and take phone calls without revealing your real 411. Answer the jingle, send them to voicemail or post an out-of-service message — it's up to you. A trial month is free. If that much anonymity sounds a little scary, we agree! It gave us the chills. Not to worry, we've got a warm hand-out to help you forget the cold touch. Just log on to odonnellco.com/warmup for some free fingerless gloves.

⊘ loony tunes

You may think that a psychiatric hospital would be an odd setting for a weekly radio program, but it works for LT 22 Radio La Colfata (Loony Radio), the first radio show recorded in a mental institution. For nearly 20 years, patients in Argentina have gathered around the transmitter with visitors and guests. Poetry, music and debates are written on a large chalkboard. Everyone can participate. The initiative has inspired more than thirty similar projects worldwide. Speak Spanish? You, too, can tune in: lacolifata.openware.biz/index.cgi

○○ from zero to hero

From Oslo, Norway, the nearest hydrogen filling station is two hours away. But, by the end of next year, Norway will link at least five stations to form a 360 mile corridor. These will support the two types of hydrogen powered vehicles available: hydrogen engines (like Prius and Mazda) and those using hydrogen fuel cells. They're hoping to spark fuel cell advances. Innovation in the making — to be shared by the world.

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o taking a stand against error

Every year, 1.5 million Americans are injured by preventable medication errors, according to the Institute of Medicine. A doctor's bad handwriting can be harmful to patients — they can end up with the wrong medication or a mistake in the dosage. For example, a child gets 10 milligrams instead of 1. Enter Allscripts, a Chicago-based healthcare technology company. Through electronic prescribing and medical-record software, they remove error from the process. While not necessarily saving doctors time, it might save patients' lives. Some 50,000 doctors currently use the software.



Stepping Out
Roy Lichtenstein
1978

o STANDING OUT

Top three youtubes this issue

(view at odonnellco.com/videos):

STAND FOR SOMETHING

youtube.com/watch?v=MIMYx2KKzC4

TEA PARTAY

youtube.com/watch?v=PTU2He2Blc0

WASSUP 2008

youtube.com/watch?v=Qq8Uc5BFogE

Got a favorite youtube? Share it

with the crowd. Send in a link to

stand@odonnellco.com.

o STAND-UP FOLKS


We're a full-service marketing firm who'd like to help you stand out.

If you have a marketing challenge that you'd like us to help you solve, please contact us.

We hope you enjoy this publication, but, if not, call us to opt out!

To contribute stories or ideas, please contact:

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