



MOSAIC AWARD CASE STUDIES

ADVERTISER AND AGENCY OF THE YEAR

Advertiser: Verizon Communications
Agency: Burrell Communications Group
Campaign: Realize



VERIZON CELEBRATES THE ENTREPRENEURIAL SPIRIT VIA REALIZE

THERE IS A CHANGE TO MAKE. THERE IS A PLACE TO BE.
 THERE IS A PERSON TO BECOME.
 THERE ARE DISTANCES TO CROSS, HEIGHTS TO REACH AND HOPES TO FULFILL.
 THERE ARE DREAMS TO ...REALIZE.

THESE ARE THE INSTRUMENTS OF CHANGE. THESE ARE THE CHANNELS FOR AMBITION.
 THESE ARE THE ENGINES FOR DRIVE. THESE ARE THE TOOLS OF DREAMS.
 THESE ARE THE TOOLS ...OF VERIZON.

In August 2005, a unique, multifaceted and targeted local marketing campaign developed around a key African-American insight: "Entrepreneurial Spirit." In August 2005, *realize* was born.

realize utilizes the success stories of Verizon customers to demonstrate how Verizon Broadband enables the everyday person to achieve their dreams. Launched in two markets in 2005 and expanded to six markets in 2006, *realize*, a 360-degree awareness and acquisition campaign, maintained authenticity not only through the use of real consumers, but also in how the messages were delivered to them.

Verizon and Burrell employed nontraditional media that is heavily consumed by the African-American target. Beautyshop and barbershop magazine wraps, artistically crafted painted outdoor wall murals, mobile billboards and convenience store signs were just some of the ways the message was brought to the communities. In addition to media tactics, Verizon and Burrell developed an engagement activation featuring a young designer launching and building her business with Verizon Broadband services. This activation was a 21-day dream incubator, set in a storefront, on a neighborhood block in Philadelphia.

To date, *realize* has significantly increased Verizon's standing on many brand-tracking attributes, and it has surpassed all key goals. But beyond that, we hope that *realize* has inspired all the dreamers out there, young and old, to never stop until their dreams are realized.

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MOTIVATOR
NEW YORK

realize
SUCCESS AT ANY AGE

Geneva Johnson – CEO, community activist and only 17.

During Black History Month, Verizon salutes the entrepreneurial spirit of the African-American community. From pioneers like Madam C. J. Walker and others, to today's millionaire philanthropists, the creativity, resourcefulness and determination continues to shine – especially in young entrepreneurs like Geneva.

While most teens her age were busy playing games, Geneva launched two companies – Hamilton Art Gallery – an e-business specializing in custom ceramics, and Bring It On – a nonprofit, youth-run community service organization. This young lady is accomplishing more than most people twice her age.

Verizon continues to pay tribute to the entrepreneurial spirit within the African-American community with **realize AMBITION: The Shot Caller Showdown**. This month-long celebration gives high school students in select cities the opportunity to learn about entrepreneurship and personal empowerment. For more information on the program, visit the link below.

www.RealizeAmbition.com

verizon
We never stop working for you.

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What will you realize with the power of Verizon Online DSL (up to 768/128 Kbps)?
Now as low as \$14.95/mo. Call 1-888-299-9445 today.

What back of Philly moves at the speed of his ambition.

realize
EXPOSURE

verizon
We never stop working for you.

COMEDIAN
HYATTSVILLE

realize
THE POWER OF LAUGHTER

Queen Aishah's spreading joy - on the phone, online and on TV.
What will you realize with the power of Verizon?

SAVE \$288
UP TO
(your first year, after mail-in redemption)

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VERIZON
AND
DIRECTV®
SERVICES**

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CUSTOMERS,
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realize
OPPORTUNITY

Japanese Verbo-Glance
German Pocket Dictionary
Spanish-English
brazilian portuguese
RUSSIAN
Chinese
DICTIONARY

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MULTICULTURAL AD CAMPAIGN – Recipient must present a series of related advertisements (three or more), which demonstrate their understanding and sensitivity of the targeted ethnic or cultural market's specific issues and attitudes.

Advertiser:	Tyson® Foods, Inc.
Agency:	E. Morris Communications, Inc.
Campaign:	Powered by Tyson
Product Description:	Chicken, Beef and Pork
Target Audience:	African-American women ages 25–54



Situation Analysis: Tyson Foods, Inc., recently began a mission to “Proudly Power the World”—moving from a historical chicken franchise to include beef and pork product lines. To fully capitalize on the African-American business opportunity, the “Powered By” campaign leverages cultural cues, humor and love of family to demonstrate that Tyson’s multi-protein products provide the needed energy to power busy families through busy days.

Campaign Objectives:

1. To increase awareness of Tyson’s chicken, beef and pork products among African-American consumers.
2. To communicate Tyson meat products provide the power/energy to accomplish all one needs to do each day.

Marketing Challenges: This category is extremely fragmented with stiff competition between store brands, regional players and multinational meat producers, all vying head to head for consumers’ attention and dollars. Customer choice among several subcategories is staggering—from fresh to frozen, refrigerated to dry grocery, snacks to dinner meats—options abound.

To further complicate matters, several brands had begun courting the AACM well before Tyson began targeted communications to African-Americans; many competitors echoed the same product benefits and attributes as Tyson: quality products of convenience that are great tasting and nutritious for your entire family.

Results: Increased brand awareness, ad awareness and repeat purchase intent. Raised awareness levels to the highest ever achieved by Tyson Foods, Inc. Creative ASI testing scores significantly exceeded norms.



MOSAIC AWARD CASE STUDIES

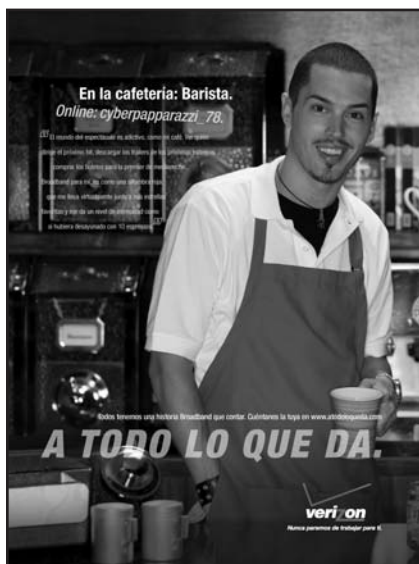


MULTICULTURAL MEDIA USAGE – Recipient must demonstrate that their organization has used multicultural media to convey their message to multicultural markets.

Advertiser: Verizon
Agency: La Agencia de Orci & Asociados
Campaign: Corporate Brand



In 2005, Verizon transformed its brand image into a broadband company to stay competitive in a dynamic telecommunications industry. With already a strong heritage as a telecommunications provider, Verizon must re-educate and persuade consumers that it can also provide them with the full scope of broadband services they need today and in the future.



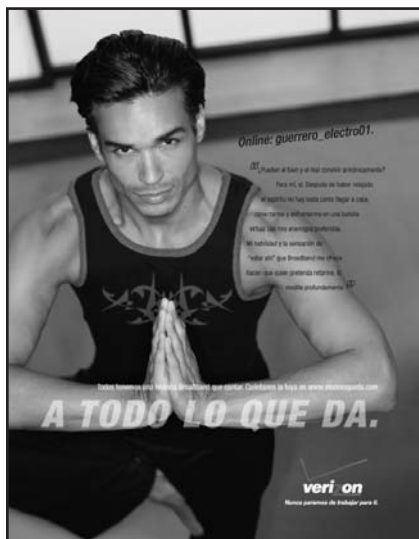
In order to drive a strong brand platform and differentiation, the Verizon brand campaign was created to position Verizon Broadband as the enabler of rich experiences. The campaign was directed at a new and younger target group, “The Early Technological Majority,” who are bilingual, bicultural Hispanics driving the broadband revolution.

The key challenge was for the agency to provide an integrated communications approach that worked intrinsically with mass market’s Richer.Deeper.Broader campaign, while maximizing cultural relevancy with the Hispanic consumer.

Through research findings we learned which spots could be tailored for the Hispanic market and also recommended original creative that brought broadband to a level that was more tangible and relevant for our consumers.



The original creative depicts and defines rich experiences that resonate well with the Hispanic lifestyle and target characteristics. It focuses on intimate broadband stories that show how consumers are living their passions to the max with Verizon Broadband. The campaign works to create a viral component that motivates consumers to share their broadband stories with others.



Broad media mix allowed Verizon to reach a young acculturated audience on a local and national level. Each media vehicle developed an integration/segment that fell within three strategic platforms: Sports, Technology and Entertainment/Gaming. Programming/content on the selected media was in line with the lifestyle of the target and their media consumption habits

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EMPLOYEE DIVERSITY – Recipient must reflect that their organization has developed and executed programs designed to enhance employee knowledge and understanding of the various ethnic and cultural markets.

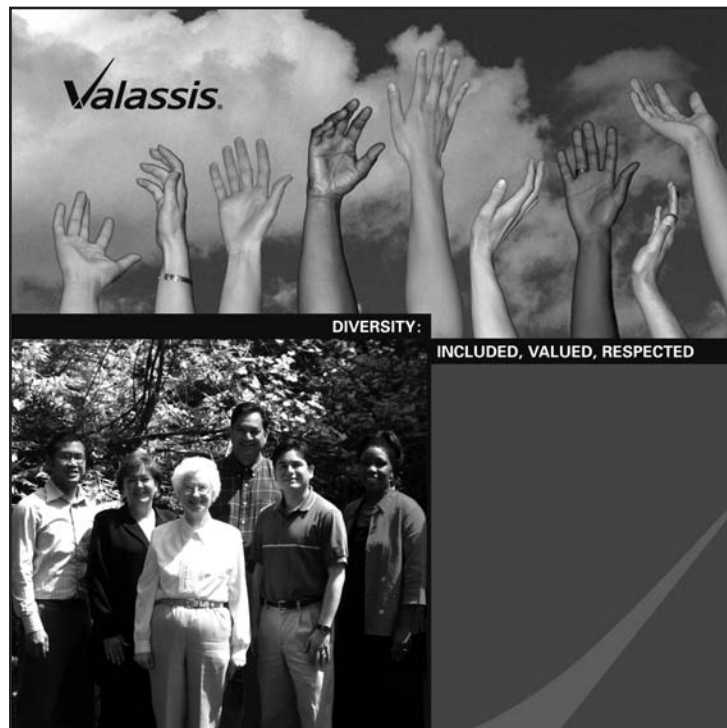
Valassis

Diversity Enrichment Experience Program

The workplace is changing rapidly. Companies that will lead in the future will be those that attract and retain people from a variety of backgrounds and cultures. Valassis recognizes this and places significant emphasis on implementing diversity as a business essential to continue to grow our people and our business.

Each Valassis department contributes to our overall success, which has been furthered by the unique mix of talents within our employee base. Whether diversity is found in talent, culture, belief or circumstance, each and every employee is a valuable ingredient within our business. As a company that values our employees and our culture, Valassis realizes that diversity is key to working together effectively.

Since our first Diversity Council was formed, we have seen great progress made in our workforce, recruiting process, intern program, awareness and participation in diversity organizations both as active participants and sponsors. In 1996, prior to any diversity initiatives in place, nine percent of new hires were minorities. Today, the pool of minority candidates has greatly increased, and we have nearly doubled the percentage of minority hires. This represents significant growth given our geographic location. In addition, the diversity manager role has now been elevated to the director level and is now a member of the Valassis Leadership Council. We have also identified areas within our company that could improve from a diversity standpoint and raised awareness of leaders to the company's commitment.



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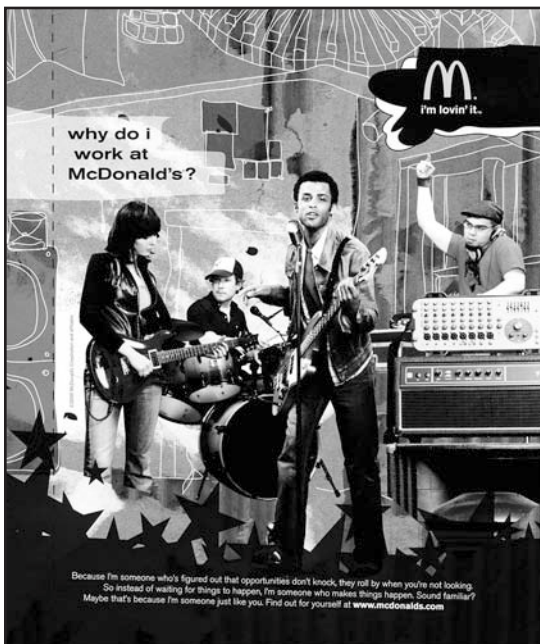
WORKFORCE DIVERSITY – Recipient must demonstrate a strong effort to recruit and hire persons from various ethnic and cultural backgrounds and reflect results through a highly diverse professional and nonprofessional workforce.

Advertiser: McDonald's
Agency: DDB Chicago
Campaign: Someone Just Like You

The prevailing attitude in pop culture and among our customers is that a job at McDonald's is a "last resort" and completely "uncool." They have lost respect for our employees, and they can't see themselves considering a job at McDonald's.

Our advertising approach was to focus our messaging towards the people (consumers) who would consider working at McDonald's. Based on the demographics of our current employees we have defined our target as multicultural adults ages 18–29.

The campaign idea works to create a new paradigm about people who work at McDonald's by pointing out that people who work at McDonald's are just like the target described above by using the phrase, "someone just like you" in TV and Print. The audience's key takeaway after seeing the TV/Print creative should be, "Wow...a job at McDonald's isn't as bad as I thought because people like me work there, and they're getting something out of it." The tone and energy will fall within the "i'm lovin' it" campaign.



To make an impact on our diverse, multicultural adult target, the print creative speaks to them in language they understand and respond to, as opposed to language that may turn them off or appear too "preachy." The creative execution captures the current employee demographics and the strong effort McDonald's puts forth to recruit and hire persons from various ethnic and cultural backgrounds in order to ensure a highly diverse workforce.

This print execution appeared in high-profile young adult publications such as *Glamour* and *Rolling Stone*.

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MULTICULTURAL STUDENT CAREER DEVELOPMENT – Recipient must reflect the development and execution of programs designed to increase minority students’ awareness of advertising as a viable career opportunity.

DDB Worldwide New York

Bill Bernbach Minority Scholarship Program

Established in 1998, the Bill Bernbach Minority Scholarship Program recognizes excellence in art direction and copywriting and provides qualified students at AAAA-designated schools with \$5,000 scholarships. The scholarships are awarded to students based on outstanding creative talent as well as financial need. The scholarship program, funded by DDB Worldwide Communications Group Inc., its employees, its parent company Omnicom and outside donors, is administered by AAAA Foundation, Inc., a charitable institution founded and operated in collaboration with the American Association of Advertising Agencies.

Bill Bernbach, for whom the scholarship is named, revolutionized the advertising industry and inspired the creative movement. In that spirit, DDB has awarded 30 scholarships over the past eight years as part of its commitment to diversity and creativity.

The Bill Bernbach Minority Scholarship Program is open to African-American, Asian-American, Hispanic-American and Native-American students registered full-time, in their final year of study in art direction or copywriting, at one of the following institutions:

- The Art Center College of Design
- The Creative Circus
- The Miami Ad School
- The Portfolio Center
- The University of Texas at Austin
- The Ad Center at Virginia Commonwealth University (VCU Adcenter)

Additionally, the applicant must hold a bachelor’s degree from an accredited college or university and be a citizen or permanent resident of the United States.

