

## New Tums Packaging

**T**ums' packaging will be redesigned to further differentiate the antacid from private label competition. GlaxoSmithKline is partnering with Anthem Worldwide, a New York-based design and brand management agency, on the new look according to a *Packaging Digest* report. Increasing shelf presence, optimizing shop-ability and creating a clearer separation from competitors were the three goals the team sought to achieve. Janice Jaworski, managing director at Anthem Worldwide, explained that they optimized the communication on the label, and created "an elliptical device, a contained, extractable branding unit, if you will, that contains the word Tums. This graphic evokes the idea of speed and efficacy" to create a more proprietary and ownable mark for Tums.



## Make Way for Streaming Online Ads

**T**his could be really, really good news for marketers: A recent comScore study found that people who watch TV shows online are much more tolerant of advertising than previously believed. In a late March presentation at the Advertising Research Foundation expo, comScore reported that online TV viewers are comfortable watching six to seven minutes of advertising over one hour of viewing, which is significantly more than sites such as Hulu are running with programming content now.

This finding seems to contradict the conventional thinking that online viewers of TV shows choose the Web because they want to avoid advertising and don't understand the value trade-off related to advertising and content. Tania Yuki, director of cross media and video products at comScore, took issue with this line of reasoning. "This is not about platform wars," she said, according to a MediaWeek report. "TV is the preferred viewing platform for most."



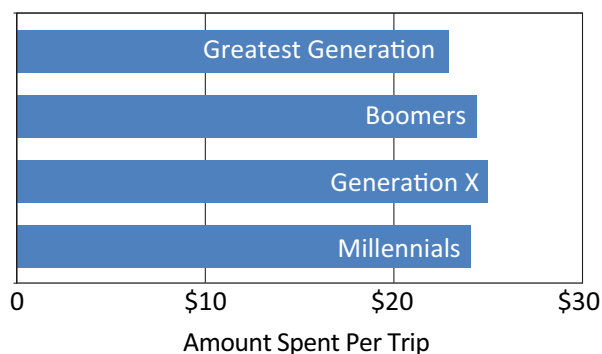
comScore said its findings indicate that most online viewers (71%) of shows watch on the Web because they missed a scheduled episode on TV. About two in three viewers (67%) said they view online because of its convenience, and 38% said the reason for opting for online over a television was the fewer advertising spots on the Web.

comScore's research also found that fans of the prime-time TV programming are more inclined to watch their favorite shows on TV, with only 6 percent falling into the "online-only" viewing category. Nearly two thirds (65%) of the roughly 2,000 viewers surveyed are TV viewers exclusively. The other 29% fall into the cross-platform consumers – meaning they watch TV most often, but occasionally watch shows online.

## Generation X Spends the Most in Drugstores

**U**nique needs and wants exist across four generations of U.S. consumers, according to The Nielsen Company. In a blog posting, Todd Hale, SVP of consumer and shopper insights, noted that if marketers better understand the differences in these generational groups and combine that with knowledge of their shopping and media habits, they are positioned to better target these groups. The four generations are defined as: Greatest Generation, consumers age 64 and older; Boomers, 45 to 63 years old; Generation X, 33 to 44 years old, and Millennials, 15 to 32 years old. Hale said supermarkets and drugstores "remain a draw for the Greatest Generation and Boomers." Each of the four generations, however, spends more than \$20 per trip at drugstores, with Generation X spending nearly \$30 a trip. In terms of annual category spending, the Greatest Generation spends the most on vitamins, \$107, according to Nielsen.

Since the Greatest Generation is the "most deal prone," Hale recommended appealing to their "value orientation" with freebies and discounts. He also suggested that marketers address aging issues with special products, "better signage, more forgiving package design, [and] on-shelf or on-cart magnifying glasses." According to research, this generation spends most of their online time e-mailing and on message boards, "providing two ready avenues for delivering targeted offers and initiating value-add discussions about health issues and special wellness programs."



## Digital Ad Market May Overtake Print

**A** new forecast from research group Outsell predicts that advertising spending across digital media in the U.S. market will surpass the total ad spend in print in 2010. The findings, based on the annual Outsell survey of 1,000-plus advertisers and marketers in December 2009, are seen as a milestone for online advertising.



The dollar forecast looks like this: of the projected \$368 billion in advertising spend this year, Outsell predicts that 32.5 percent (\$120 billion) will go to digital, compared with 30.3 percent (\$111.5 billion) for print. Consumer magazines, however, appear to buck the trend. The forecast shows magazines enjoying a 2 percent increase in ad spending this year (to \$9.4 billion) while newspapers are expected to see an 8 percent decline in ad revenue this year, according to Outsell.

Note that the digital total includes display, search, direct marketing e-mail and investments in company Web sites (which is the bulk of digital total at \$63 billion).

## New Clearasil Strategy

**T**aking a new direction, Clearasil will focus on the “science” behind the skin-care brand and move away from the humorous approach of recent ads, *Brand Week* reported in March. The new campaign, “The Science of Looking Awesome,” is centerpiece of a wider effort by Reckitt Benckiser to position the brand for a slightly older consumer demo than the traditional teen market. Sabrina Rodgers, a marketing director for personal care at Reckitt Benckiser, told *Brand Week* that the company finds the 18- to 21-year-old age group also tends to use Clearasil, which is one reason the tone of the ads is changing. “Confidence” continues as a key underlying message in the ads.



One of the new spots shows a young woman in a high-tech bathroom. “It’s 10 p.m. and Kate’s face is breaking out. So she uses new, Clearasil Overnight Lotion,” the voiceover says, mentioning a recent line extension. Print ads also build on scientific claims. Both the print and TV ads use graphics, such as diagrams depicting chemical bonds. Michael Fanuele, chief strategy officer at Euro RSCG, told *Brand Week* that Clearasil is “emphasizing a different part of the story: What goes into the products we make as opposed to simply celebrating what it does.” He added, “It’s a fiercely competitive category, and at the end of the day, consumers want to choose something that works.”

## Pharmacy TV Getting a Boost

**A**dding to its growing media portfolio, leading out-of-home entertainment firm RMG Networks has acquired Pharmacy TV, a digital video network that runs ads on TVs positioned near the pharmacist counter in major grocery chains and drugstores. Pharmacy TV’s programming focuses on four areas – health and wellness, fitness and exercise, beauty and grooming, and nutrition. Rodale magazines *Prevention*, *Men’s Health* and *Women’s Health* also supply 30-second and 90-second vignettes to the network. RMG Networks plans to accelerate Pharmacy TV’s deployment, including expanding on the East Coast to most of the 200 ShopRite grocery stores. San Francisco-based RMG specializes in putting digital signs at places such as coffee shops, shopping malls, fitness clubs, airlines and gas stations.

