An Innovative Use of Avatars: The monk-e-mail Story

Karen Seamen
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Cramer-Krasselt
An Innovative Use of Avatars: The Monk-e-mail Story
A Monk-e-mail fur you.

Play message.

Build & send your own Monk-e-mail.

Or, try the new ASK-O-MATIC!
Best (and Worst) Ads of ’06

It Was the Year of Cavemen, YouTube and Anti-Advertising: Meeting Viewers Head On!

By Suzanne Vranica and Brian Steinberg

People may remember 2006 as the year of anti-advertising, when marketers and their ad agencies went to great lengths to make sure their ads didn’t look the typical Madison Avenue hand-held works.

To promote its new mail list, Diageo PLC’s Smirnoff created a two-minute speed of a cap video and posted it on video-sharing site YouTube. The video was downloaded only in passing. Almost 2 million people have viewed the Smirnoff ad on YouTube so far. “As smart as you to the classic bottle close-up, log company graphics or lots of shots of worry bottles—people reject it,” says Kevin Scally, executive creative director at BBH, the New York firm that crafted the video.

A spot for Berkshire Hathaway Inc.’s Geico insurer could have mistaken for a segment from a business news program on CNBC, if interviews with cavemen were more common. In the parody spot, created by Interpublic Group of Cos.’ Martin Agency, Geico’s prehistoric pitchman is interviewed by an anchor, then spars with

Other guests about the public image of cavemen. Only at the very end does a voiceover intone: “Getco, 10 minutes could save you 10% or more on your insurance.”

The lazy man’s approach is a major reversal for an industry long keen on marketing messages delivered with a magic bullet. It comes with new technologies such as digital video ads, which give consumers more control over what ads they see. As a result, marketers are prioritizing in no longer selling but simply asking the public to watch an ad.

“Here’s a brief of the lazy, caveman advertising and entertainment,” says Greg Shura, chief executive officer of Smir, Saffir, Lerner & Partners. “You have 30 billion views of it first but you’re also able to block them.”

Below is a list of our choices for the best and worst ads and other marketing gimmicks in 2006.

The Best

Monkey Business

Client: CareerBuilder.com, a Web concern jointly owned by Conner, Tribune and MCI-Comcast

Agency: Crain-Krausselt

Content: Conners were able to construct a business video email featuring a chimp, and craft a customized message by recording a video message and sending it to the person the email was sent to. The email was meant to draw

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THE ‘AD AGE’ TALE OF THE APE

Burger King’s “Subservient Chicken” set a viral-marketing record some doubted would ever be broken, as 14 million unique visitors logged in during the first year to give orders to an overgrown chicken in lingerie. But CareerBuilder’s Monk-e-mail gimmick, which lets users e-mail talking-chimp greetings, insults and worse to friends and enemies is challenging the chicken’s record, with 9.1 million unique users in its first eight months. Even if the office chimps fail just shy of the mark—and at their current pace, it appears they will—their handlers intend to hurl some rhetorical feces anyhow. “Yeah, they’re selling more chicken sandwiches, but zero to one is 100% growth,” said Peter Krivovich, president of CareerBuilder’s agency, Cramer-Krasselt, which built the Monk-e-mail site. “CareerBuilder passed Monster as No. 1. When Burger King passes McDonald’s, we can talk.”

LAUNCH DATE
Subservient Chicken: March 2004
Office Chimps: January 2006

BRAND LINK
Subservient Chicken: “Subservient” because BK is offering “chicken your way.”
Office Chimps: Job seekers who work with “a bunch of monkeys” should look for new jobs at CareerBuilder.

FIRST-YEAR UNIQUE VISITORS
Subservient Chicken: 14 million
Office Chimps: 9.1 million so far

ANIMAL WARDROBE
Subservient Chicken: Garters
Office Chimps: It’s up to you, but we usually opt for the blue leisure suit, yellow wide-tab collar, oversized Elton John shades and a mortboard.

CURRENT BLOG MENTIONS:
Subservient Chicken: 3,102
Office Chimps: 1,194

ANIMAL BACKDROP
Subservient Chicken: Privately held BK won’t disclose specific figures but

OFF-SITE PROMOTION
Subservient Chicken: BK’s TV ads directed people to the website.
Office Chimps: None, but users e-mail talking chimps to friends who are invited to make their own.

WHAT THEY WON’T DO OR SAY
Subservient Chicken: Most sexually oriented requests draw a disapproving—but disturbingly knowing—wag of the chicken finger.
Office Chimps: Nothing we could think of, and we were very creative.

ONE EXPERT’S VERDICT
Subservient Chicken: “It is remarkably entertaining, but it’s a bit of a stretch for the brand and requires a lot of imagination to use,”

said Northwestern University Marketing Professor Tim Calkins.
Office Chimps: “It could probably have a stronger link to the brand, but it’s closely linked to their media campaign,” Mr. Calkins said. “Plus, if someone walks by, it’s a lot easier to explain what you’re doing than if they see you with the Subservient Chicken.”

“JEREMY MULLMAN

AGENCY
Subservient Chicken: Crispin, Porter & Bogusky, Miami
Office Chimps: Cramer-Krasselt, Chicago
The Numbers

- Played: 102MM
- User Sessions: 38.2MM
- Unique Visitors: 13.3MM
WE DIDN’T INVENT THE INDUSTRY.
BUT IN 5 YEARS WE’VE TAKEN IT OVER.

careerbuilder.com

CareerBuilder.com would like to extend a special thanks to the people who made us who we are today: our customers and partners.

One-fifth the size of the market leader just five years ago, CareerBuilder.com has now passed our largest competitor in U.S. revenue. We invited people to take part in a better solution and you accepted. After leading the industry in job postings and visitors for more than two years, we are now #1 in all major industry categories! And we owe it all to your trust and support.

We know the greatest asset of any organization is its people, and we take our job of delivering world-class talent very seriously. That’s why employers and job seekers across the country now use CareerBuilder.com more than any other job site. We feature more than 1.9 million positions and attract over 23 million unique visitors every month, 9 million more visitors than our largest competitor.

Working together with a network of over 900 partners and hundreds of thousands of customers, we have united millions of employers and employees. Working together, we’ve helped businesses — and people — build their futures.

It is through our commitment to providing superior technology, dedicated customer service, an exceptional user experience and aggressive marketing strategy that we achieved the success we share with you today. As the market leader, we promise to continue our tradition of excellence in bringing you the best possible talent here and overseas, and look forward to the next celebration.

Sincerely,

Matt Ferguson, CEO
CareerBuilder.com
Redefined Avatars
Redefined Avatars.
Redefined Avatars.

Front-end of user generated content.
Redefined Avatars.

Front-end of user generated content.

Shattered the no-branded viral rule.
Redefined Avatars.

Front-end of user generated content.

Shattered the no-branded viral rule.

Worldwide scramble for phone lines and servers.
Redefined Avatars.

Front-end of user generated content.

Shattered the no-branded viral rule.

Worldwide scramble for phone lines and servers.

Didn’t let technology drive it.
VIDEO NOT AVAILABLE
In the opt-out world, provide consumers with another way to opt-in to the CareerBuilder brand.
CareerBuilder Brand
Insight & Creative Idea

CareerBuilder Brand

Expressive
Build your Monk-E-mail

1. Choose your chimp:
Build your Monk-e-mail

1. Choose your chimp:

2. Pick your butt stuff:
   - headgear
   - clothes
   - stuff
   - glasses
   - places
Build your Monk-E-mail

1. Choose your chimp:
   - Chimp 1
   - Chimp 2
   - Chimp 3

2. Pick your butt stuff:
   - headgear
   - clothes
   - stuff
   - glasses
   - places

3. Add audio:
   - Pre-recorded (fun)
   - Record by phone (funierest)
   - Text to speech (funier!)
   - Record by mic (very tasty!)
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4. Preview
1. Choose your chimp:

2. Pick your butt stuff:
   - headgear
   - clothes
   - stuff
   - glasses
   - places

3. Add audio:
   - Pre-recorded (fun)
   - Text to speech (funnier!)
   - Record by phone (funierest)
   - Record by mic (very tasty!)

4. Preview

5. Forward your Monk-e-mail to a "friend."
CareerBuilder Brand

Insight & Creative Idea

Expressive

Organically Viral

Sustainable

Simple
Thank you