

PAMA-PULSE



LEADING THE WAY TO MARKETING EXCELLENCE

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APRIL 2011

GET TO KNOW US

Our Vision



To be recognized as the top professional organization and resource for marketing, education, and networking by companies, marketers, media and academia in the Greater Philadelphia Region.

Message from the President: Bookmark This!

Over the years PAMA has strived to provide the valuable programming that area marketers seek to help them succeed within their careers — educational programming covering such topics as market research, branding, social media, economy-driven strategies, marketing ROI and mobile marketing. Career development programming has included multiple networking events to hone your positioning statement, maximize your (effective) use of LinkedIn and get the inside track to such companies as Ametek, Comcast and J&J.

As compelling and constructive as PAMA programming has been, I'm reminded of a resource that



Craig Barton, President of the Philadelphia Chapter of the American Marketing Association

we often overlook and, if you don't have the benefit of being part of a broader, international organization, a resource that you likely don't have: *MarketingPower.com* (which you can access directly through *AMAPhilly.org*). Like many, my first avenue for gaining new

insights is to tap my network, either directly or through LinkedIn. Secondly, I'm all for Googling various topics and admittedly have come across some valuable tools. But what I increasingly come to rely on are the numerous articles, white papers and thought-leadership resources available on *MarketingPower.com* — they are so valuable, we've dedicated a page on PAMA's website to give you access to the AMA Online

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We Want to Hear from You

If you have any comments or suggestions for improving this newsletter or PAMA services, contact us at 267-287-8497 or info@AMAPhilly.org.

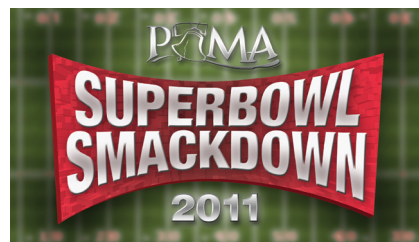
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Super Bowl Smackdown Scores!

Over 70 folks gathered at Dave & Buster's on February 10th for the storied settling of the question, "*Which marketing campaigns were likeliest to gain measurable traction from their Super Bowl ads?*" The competition for positive recall was fierce, but not as fierce as the critiques leveled by the illustrious panel of color commentators: **Marc Brownstein**, President & CEO at the Brownstein Group Brand Communication, **Teri Gerbec** Senior Vice President, Creative Director at Tierney, **Peter Farrell**, Director, Brand Development & Strategy at QVC, **Hugo**

Fernandes, Senior Brand Manager at Tasty Baking, and **Christian Kamper**, Vice President Offline Media at NutriSystem, Inc.



Graphic by Out of the Blue Productions.

PAMA President Craig Barton turned in a memorable performance in his first appearance as the event's Master of Ceremonies (demonstrating remarkable poise as he faced

repeated technical "fouls" in the sound system). Final tally: The 2010 edition of Super Bowl ads fell short of a stellar year for marketers going to the big dance. But, that didn't stop the faithful from carrying their conversations into overtime — for several hours. Many thanks to the good folks at TGI Communications Group for their generous support of the event, Out of the Blue Productions for the fantastic video package — and the Temple University mascot and cheerleaders for bringing the spirit! See you next year! ●

for more information
visit AMAPhilly.org





GET SMARTER

Member Resources

Ask some people about the region's top industry sectors and they'll sum it up in just two words: "Meds & Eds." It's true that the Greater Philadelphia area is a veritable banquet of premier educational institutions (a.k.a. "the Eds"). What may be less well known is how many medically-focused companies (a.k.a. "the Meds") and their marketing agencies have headquarters or operation centers in our area.

Acknowledging this concentration of brainpower, and in an effort to support professionals of all levels of "Med Marketing," PAMA inaugurated this Special Interest Group (or, "SIG").

Today, the SIG's membership stands at 10 members and is likely to grow as other Pharma/Life Science/Healthcare sector-marketers find this unique forum for sharing ideas and insights developed through experience with some of the nation's best known — and successful — brands.

The Pharma/Life Science/Healthcare SIG delivers interesting programs with world class experts on various topics. Visit the website or contact PAMA for more details on the SIG events or if you're interested in joining the group. ●

CONTACT US



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PAMA Pulse is designed and produced by Pennypacker & Associates. Visit us at thinkpennypacker.com.

PAMA Introduces the Pharma/Life Science/Healthcare Special Interest Group

SJU and PAMA Professional Development Program — Hitting on All Cylinders

A brand is the promise of an experience.

— From a Certificate Program Instructor

The new SJU / PAMA Certificate in Marketing Excellence Program has been a great success for this year's participants. Marketers from varied industries and experience have benefited from the program's cost-effective format to provide valuable insight toward career advancement.

When PAMA and Saint Joseph's University embarked upon this new professional development series we considered what marketers would like to see in a program — a curriculum not too invasive to work schedules, yet valuable in delivering knowledge that can have an immediate impact on one's professional development.

Each session has been structured around three objectives — theory and academic instruction from SJU's professors, practical case studies that apply sound marketing theory to real-world problems and a hands-on workshop to apply new-found insights to the attendee's real world scenarios.

The instruction goes beyond the classic 4-Ps, combining traditional theory

This program has been incredibly rewarding, and I look forward to coming to each session. I leave feeling empowered and invigorated. It's been a very positive experience.

— From a Student



John B. Lord, Ph.D., Professor and Chair of Marketing at Saint Joseph's University, addresses the philosophy behind strategic planning at the first session in the program.

with practical application toward today's constantly evolving world of marketing. Starting strong with an opening session on strategic planning and wrapping up with a key session on execution and ROI, this 6-session program is the essential toolkit marketers can use to drive their day-to-day responsibilities.

You won't want to miss what attendees are saying about this powerful new program! Visit AMAPhilly.org to check out video clips from this year's sessions and full details on the program for the upcoming year! ●

for more information
visit AMAPhilly.org



SJU / PAMA Certificate in Marketing Excellence Fall 2011 Program Schedule

The Strategic Planning Process — September 23, 2011

New Product Development and Brand Management — September 30, 2011

Strategic Pricing — October 21, 2011

Distribution and Channel Management — October 28, 2011

Promotions and Marketing Communications — November 11, 2011

Implementation, Evaluation and ROI — November 18, 2011

Visit AMAPhilly.org for full session details and registration information.



GET CONNECTED

What's in a Membership?

When you join PAMA, you'll be connected to a network of more than 500 local members and thousands of other marketing professionals across the world. Network with your peers at a variety of educational and social events. Make business connections and new friends. Stay on top of the latest trends in marketing. Improve your skills and explore new areas. Share your knowledge with your organization and the value of

your membership by connecting with local business resources. The opportunities are endless!

And, volunteering on a PAMA committee is a great way to refine your skills, build your portfolio and explore new areas of interest too! You'll immediately get to know other marketing volunteers and have the chance to make an impact on the overall direction of the organization.

Don't miss out on all of the excitement, get involved with PAMA today! ●

for more information email
volunteers@AMAPhilly.org



Since joining PAMA earlier this year, Tim Tray has hit the ground running as an active volunteer, helping with social media for the Communications committee.



Tim Tray

Tim graduated from Temple University two years ago and views his PAMA involvement as a great opportunity for network building, professional development, and career advancement.

He has already made some great contacts and benefited from the other marketers who have offered to guide him on his career path. "Working alongside other PAMA volunteers with so much experience and knowledge in various industries allows me to become a better marketer almost through osmosis!"



GET INVOLVED

Calling All Volunteers

The following is a PAMA volunteer profile, which will give you an idea of who the people are behind the "volunteer" title. If you would like more information about volunteering, just email us at info@AMAPhilly.org.

In the quickly evolving world of marketing, volunteering with PAMA has helped Tim stay on top of trends and expand his knowledge of essential skills, like social media marketing. It has also helped him build an industry-specific network, essential to furthering his career.

He enjoys reading marketing and business themed books, which ignite his passion for the discipline and his aspiration is to become a brand manager. ●

Message from the President

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Community and local chapter news. Just visit AMAPhilly.org. Marketing Must Have's!

I've taken the liberty to share just a few resources that I've come across that enhance our programs with that extra content that many seek (see Bookmark This! to the right). Follow the [tinyurl](http://tinyurl.com) or search on MarketingPower.com using the keywords provided.

If you're all about your next career move, search MarketingPower.com for the latest employment trends; if you're all about social media in the life sciences industries, search MarketingPower.com, there's information that you can use today.

Do you have your own "personal library"? If not, drop me a line — between the PAMA Board and MarketingPower.com, we can point you in the right direction. ●

All the best, Craig
president@AMAPhilly.org

Message from the President

Bookmark This!

Social Media

- ✓ Social Media GPS Podcast Series
<http://tinyurl.com/SMpdcast>
- ✓ Social Media Playbook
<http://tinyurl.com/Socialplaybook>
- ✓ Social Media Measurement White Paper
<http://tinyurl.com/SMmsmnt>
- ✓ Social Media in Healthcare (an upcoming webinar)
<http://tinyurl.com/SMInHC>

Mobile Marketing

- ✓ The Tao of Mobile Marketing
<http://tinyurl.com/TaoMoMkt>
- ✓ Measuring Mobile Strategy Success
<http://tinyurl.com/MobileMsmnt>
- ✓ Mobile Paid Search in 2011
<http://tinyurl.com/MobilePaidSrch>

Marketing Strategy

- ✓ 11 Marketing Trends for 2011
<http://tinyurl.com/2011mktrends>
- ✓ Flaws in Strategic Decision Making
<http://tinyurl.com/StgyDecFlaws>
- ✓ Competing through Organizational Agility
<http://tinyurl.com/OrgAgility>

Branding

- ✓ Brand Equity at Toyota and Apple
<http://tinyurl.com/BrndEquity>
- ✓ Product Innovation at Nintendo
<http://tinyurl.com/NintendInnovation>

Career Development

- ✓ 2010 Trends in Marketing – Salaries, Strategies & Beyond
<http://tinyurl.com/MktSalaryTrends>
- ✓ Keeping Yourself Prepared for Your Next Opportunity
<http://tinyurl.com/QuarterlyTips>


PAMA'S PERMISSION MARKETING PROMISE

Send us your current contact info and we'll e-mail you details on the best resources, networking events, and marketing programs in the region!

Visit AMAPhilly.org
or contact info@AMAPhilly.org

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 Philadelphia PA

PHILADELPHIA
 AMERICAN MARKETING ASSOCIATION
 C/O SEAMLESS EVENTS, INC.
 P.O. BOX 1155
 HAVERTOWN, PA 19083
 Visit AMAPhilly.org




MAY 5 6:00 PM–9:00 PM
Joint Networking & Wine Tasting Event

Learn proven and successful relationship building techniques along with attendees from local sales & marketing associations — while also discovering fine wines.
 The Joseph Ambler Inn, 1005 Horsham Road, North Wales, PA 19454

MAY 17
Pharma SIG Event: Frontiers in Permission Marketing

Watch the PAMA website for more news and details.

MAY 20 8:00 AM–4:00 PM
PAMA/Saint Joseph's University Marketing Excellence Program

Session 6: Implementation, Evaluation and ROI

The final session focuses on best practices and techniques for determining customer profitability and effectively measuring ROI for your business.

Saint Joseph's University, Haub School of Business, 5600 City Line Ave., Philadelphia, PA 19131

COMING SOON
PAMA Spring Member Mixer

Meet, mix and mingle with fellow PAMA members and chapter leaders. Find out more about PAMA and some of the region's top marketers! Keep an eye on the website, or join our e-mail list for more information!

for full details on each event,
 please visit AMAPhilly.org



out of the blue
 PRODUCTIONS

Life comes at us in a nonstop barrage of information, stimulation, **details, emails, messages and memos.** As we all attempt to synthesize, scrutinize, analyze and untangle... stories unfold. And these stories are in search of storytellers.

Out of the Blue Productions

tells those stories in the

digital healthcare space; in fact in any video and e-format this fast

Featured Sponsor

changing world throws at us. **We're a creative video production company,** crafting compelling healthcare parables and pictorials that touch people in this chaos we call day-to-day life.

outoftheblueproductions.com

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