

PAMA-PULSE



LEADING THE WAY TO MARKETING EXCELLENCE

VOLUME 1, ISSUE 2
JANUARY 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.

PAMA Presents “Team Tylenol” on March 15

Learn about Johnson & Johnson’s Innovative Marketing Efforts and the Success of the NASCAR Brand Experience

In 2006, McNeil Consumer Healthcare, a division of Johnson & Johnson, launched the Tylenol Rapid Release Gel. An award-winning launch, Tylenol Rapid Release Gels has been among the top-selling products within the Tylenol brand.

Bringing the product to market required a comprehensive approach to new product development. Starting with a detailed assessment of the market and competitive environments, core product attributes were identified that would ultimately lead to cap-



Philadelphia marketers have much to learn from Team Tylenol and the success “driven” through marketing innovation. This chart shows the key marketing components involved in launching Tylenol Rapid Release Gels.

turing market share. In order for the new product to be successful within the guidelines established for pricing and margin, distribution, and the launch budget, Mc-

Neil’s product team determined that product effectiveness needed to be 20% greater over comparable products.

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Message from the President

2011 – Coming to a Marketing Desk Near You ...

I want to take this opportunity to let you know what’s in store for the second half of the 2010 – 2011 programming year. We had a successful first half of this year and moving into 2011, PAMA members and the region’s marketing professionals will continue to see a variety of educational programs, resources and networking opportunities to help you grow as a marketer.

✓ **Programming:** Our annual *Super Bowl Smack Down* is coming up quickly and to enable our members to more easily plan their schedules to take advantage of PAMA’s monthly educational programs and the new Captains of Marketing series, all **monthly programs** will



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

now be held on the **third Tuesday** of each month starting in March. We will alternate lunch programs (case study formats) with evening programs (panel discussion formats) to provide the most effective programming

to help you excel as a professional marketer. The Pharma-SIG is gearing up for March and May programs for the region’s marketing professionals in the Life Sciences Industries.

✓ **Professional Development Programs:** In addition to our monthly programs, our SJU/PAMA professional development series provides an in-depth dive into both the

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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.



GET SMARTER
Member Resources

 **AMAPhilly.org**

Did you know that the American Marketing Association has just launched an online community exclusively for marketing professionals? AMA Connect is THE place where you can build and maintain valuable online relationships and increase your marketing knowledge through social media tools and content sharing. This amazing community is full of discussions sharing what's working and what's not, the latest tools available, the low-down on the greatest speakers, staffing firms and so much more!



Don't miss out on the most relevant marketing blogs, polls and groups in the industry. If you're not an AMA member yet, don't worry, you can log onto the website and join the community on a trial basis to see what it's all about. The best part, you can access this great online community by visiting the *Marketing Must-Have's* on *AMAPhilly.org* and stay up to date with the latest chapter news and events while connecting to marketing professionals nation-wide! ●

CONTACT US   

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“Captains of Marketing” Series

Marketing the City of Philadelphia in 2011

In December 2010, PAMA launched a new program series. The “Captains of Marketing” series provides unique insights from C-level innovators. Each program in the series will put the spotlight on leaders who stand as the example of marketing excellence, through their display of innovation, leadership and results.

PAMA kicked off this dynamic new series with a “landmark” program: Marketing the City of Philadelphia in 2011: How Marketing Leaders are Leveraging the Philadelphia Region as a Competitive Brand in a Challenging Economy.



Craig Ey, Editor of the Philadelphia Business Journal, kicks off the panel discussion at the first “Captains of Marketing” series event.



Pictured are the panelists, from left to right: Michelle Shannon, Center City District; Scott Barnes, Stephen Starr Events; Deborah Diamond, Ph.D., Campus Philly; and Thomas G. Morr, Select Greater Philadelphia.

This event featured an executive panel discussion moderated by Craig Ey, editor of the Philadelphia Business Journal. Reflecting the diverse facets of Philadelphia, such as its residential quality of life, corporate envi-

ronment, industrial infrastructure, convention capacity and the area's educational and cultural institutions, the panel consisted of Scott Barnes, Special Events Consultant, Stephen Starr Events, Deborah Diamond, Ph.D., President, Campus Philly, Thomas Morr, President and CEO, Select Greater Philadelphia, and Michelle Shannon, VP Marketing and Communications, Center City District.

The lessons learned from our group abound — one being that there are great opportunities for integrating efforts among regional marketing, with respect to cultivating and positioning similar and complementary regional assets.

Check our *Events Calendar* for upcoming programs in our “Captains of Marketing” Series. ●

for more information visit AMAPhilly.org 

PAMA Presents “Team Tylenol”

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With a product in hand, the Team Tylenol marketing engine began to hum. Going beyond mere product messaging and traditional channels, an innovative partnership with NASCAR was developed that supported the product's branding and enabled a deep connection with a core customer segment based on the ability to deliver on the brand promise and do so in an engaging and interactive manner.

Tylenol has a storied and, at times, controversial history yet it remains one of the strongest brands and products on the market, continuing to succeed in a crowded

segment. With McNeil Consumer Healthcare and Johnson & Johnson in our own back yard, Philadelphia marketers have much to learn strategically and tactically from Team Tylenol and the success “driven” through marketing innovation.

Interested in hearing more about Tylenol and the success of the NASCAR brand experience? Come hear Pat Conroy, from J&J provide the inside story and case study during PAMA's March 15th lunch program. ●

For more information visit <http://www.hrcpinsights.com/growth-insights/newsletter/case-study-mcneil-consumer-healthcare.cfm>

GET CONNECTED

What's in a Membership?

TWO MEMBERS PROFILED

Getting active in the local Philadelphia chapter is the best way to maximize the value of your AMA membership and gain access to approximately 500 area members. You'll enjoy unparalleled access to professional education, marketing resources, and top-flight professional mentors and presenters.

Grow your personal and professional network exponentially by getting involved and making connections! It's where Philadelphia's most successful marketers gain their edge.



Carolyn Maniscalco

works as a marketing manager for a community bank in Bucks County and has been a member of PAMA for the

past two years. This past summer Carolyn decided to become a more active PAMA participant and join the Communications Committee as a volunteer. She has been handling the public relations efforts of the group's programming calendar.

While it felt good to help promote such a great organization to the marketing professionals of the Greater Philadelphia Area through PAMA's Communications Committee, Carolyn thought volunteering could really enhance her own personal and professional development. "The networking is such an exciting benefit to volunteering," said Carolyn. "You can never tell who you will meet, what new information you will learn and what impact this could have on your life."

Six months later, being a PAMA volunteer is proving to have been a great decision for Carolyn. She has met some great professionals who are a rich source of inspiration for her. And she's learning about different environments and new industries. "Volunteering reflects and supports a complete picture of you — it's a great way to show people what you are passionate about," Carolyn stated. ●



Jenna Armato

has been a PAMA member for six years and a volunteer on the Communications Committee for the past year.

In her role as liaison to the Sponsorship Committee, Jenna has striven to communicate the value in partnering with an organization like PAMA and has coordinated with sponsors to ensure clear brand representation to our membership.

Jenna is pleased to have the opportunity to work with her fellow committee

members. "The energy is infectious; I am so glad to be working with such an ambitious group of people." Being the solo marketer for an industrial automation company, Jenna says "It is so nice to connect with other

marketers. I have found it so helpful to reach out to professionals with diverse marketing experiences that have been wonderful resources."

Working with PAMA has allowed Jenna to keep a fresh perspective on the most current marketing trends, meet a diverse group of professionals, and stay closely connected to local businesses and potential vendors. "This has been quite a rewarding experience!" ●

for more information email volunteers@AMAPhilly.org



GET INVOLVED

Calling All Volunteers

If you would like more information about volunteering, please email volunteers@AMAPhilly.org.

Message from the President

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theory and practice of the various components of the marketing mix. AMA International is "sharing the love" by bringing two marketing boot camps to the Philadelphia area (Marketing ROI in February and Marketing Planning in April).

- ✓ **Communications:** Look for more from PAMA at AMAPhilly.org as we continue to provide information and resources to the area's marketing professionals. Articles and white papers from AMA can be found under *Marketing Must Haves*. The newsletter (yes, this piece) continues to be a big hit and a new and improved email template will be coming soon so that more information is available to you at your fingertips.
- ✓ **Social Media:** To provide PAMA members with greater value and an exclusive place to network, the *PAMA Group on LinkedIn* will become a PAMA-only group so that career opportunities, exclusive programming materials, and original content can be directed to our members without the continuous self-solicitation that we've been seeing from "squatters". Instead, *our Facebook page* will take a greater role in reaching out to the "Friends of PAMA". Visit the Social Media section of PAMA's website to connect to all of these networks, AND don't miss a list of blogs from some of the nation's top marketing minds.
- ✓ **Sponsorships:** PAMA is building an Advisory Board to increase our visibility with the region's top marketing executives. The PAMA Board and volunteers will work closely with these visionaries in aligning PAMA's efforts with the direction these top executives see their own groups moving and where marketing in Philadelphia is headed. Stay tuned for our announcements and introduction of the inaugural members!

PAMA continues to provide the programming, resources, and networking opportunities that you seek in building your skill set and growing your list of trusted professionals. Look for us in your inbox, mailbox, online, and throughout the region's business publications. As we head into the second half of the 2010-2011 programming calendar look for your fellow marketers as well. PAMA strives to provide you the door to professional success; all you need to do is walk through it. ●

Visit AMAPhilly.org

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GET SMARTER

Upcoming Events

SAVE THE DATES

FEBRUARY 10 6:00 PM–8:00 PM

Super Bowl Smackdown

Review of the 2011 Super Bowl ads.

Dave & Buster's, 325 N. Columbus Blvd., Philadelphia, PA

FEBRUARY 22–23 1½ Days

AMA Marketing ROI Boot Camp

Learn the basic concepts for measurements, ROI analyses, and campaign decision support.

DeVry University, 1140 Virginia Drive, Ft. Washington, PA

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



MARCH 10 6:00 PM–8:00 PM

Pharma/Lifesciences SIG: Patient-Centric Marketing

Discover how patient-centric drug development is shaping pharma's marketing strategies and tactics.

Saint Joseph's University, Philadelphia, PA

MARCH 15 12:00 PM–1:30 PM

Lunch Program (Branding/Position): Team Tylenol

Review this co-branding segmentation play from the J&J cockpit.

Maggiano's, 1201 Filbert St., Philadelphia, PA

PAMA/Saint Joseph's University Marketing Excellence Program

6-Session Certificate Program — February 11, March 4, and May 20. 8:00 AM–4:00 PM. Register for complete program or individual sessions.

Saint Joseph's University, Philadelphia, PA

- 2011–2012 6-Session Series to be announced soon!



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a new standard in identity theft prevention, detection, and restoration. This

program is preferred by many of the top global insurance, banking, hospitality, retail, and major departments of the U.S. Government.

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Discounted Rate for PAMA Members

Guardian ID Tech offers both personal and business programs, and has a discounted rate available for PAMA members! Make sure to visit the *Member Resources* section of AMAPhilly.org to receive the special coupon code.