



How do I begin this letter? This quarterly introductory letter is a difficult one to write based on the current state of our economy. It is a very trying time for many of the special people and businesses that I'm acquainted with, and even more so to see how this economic state is affecting them. But, we'll get through this together and we'll be stronger when it's over.

I was visiting with a colleague the other day who is working on a proposal with me for community banks. When he arrived at my office, his opening remarks to me were "Well, since I saw you thirty days ago, the world is a very different place". I thought that summarized this crazy time very appropriately. The world is certainly a very different place, with the Federal Government offering a "rescue plan" for our leaders in the financial industry and extending it to insurance companies and most recently the automobile industry. Indeed, it is a very different world.

We have witnessed a sense of uncertainty with our clients, and who can blame them? It's very difficult to maintain a positive marketing perspective when banks seize lending, layoffs are taking place, unemployment figures are soaring and 401K's are shrinking.

However, there are opportunities before us. We have been tasked with assisting many of our clients with new sales initiatives, and we're happy to help. Now is the time to really focus on appropriate, well crafted marketing which has to be even more strategic than before. Avenues need to be examined for savings at every corner. Messaging needs to be more concise, media vehicles need to be extremely efficient and public relations needs to be a part of the mix because its news weighs heavier in the mind of the consumer than paid advertising.

As discussed in the previous newsletter, there have been years of documented results from advertisers who've weathered these economic downturns and we can all learn from these studies. In a nutshell, those who continue to be strategic about their ad dollars will come through these times with even greater strength and resolve.

Please enjoy this newsletter in the spirit in which it is intended and we look forward to working with you all in the months to come.

Sincerely,

Todd A. Cooley, President/CEO

### Industry Trends

#### Media

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MySpace is the largest social network in the world, with more than 122 million members. However, the company does not necessarily want to be known as king of the social networks. >>

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Through the collective experience of the current team, Cooley Enterprises, LLC has expertise in a broad range of industries and categories in both the public and private sectors. >>

### Featured Client





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## Media

### Is MySpace a Social Network?

October 17, 2008 eMarketer

Yes, but it wants to be more.

MySpace is the largest social network in the world, with more than 122 million members. However, the company does not necessarily want to be known as king of the social networks.

As some industry observers—including some at eMarketer—have questioned social media's financial prospects, it is enlightening to note that even the top company in the space sees the term as potentially confining.

In a briefing with eMarketer, MySpace CEO and co-founder Chris DeWolfe put it this way: "From the very beginning, we've always said that we were a next-generation portal and that MySpace was all about people connecting over shared interests."

Jeff Berman, the company's president of sales and marketing, added, "The classic portal model is content-driven, and it's top-down with a separate communications platform.

"We sit in a hybrid space. If you think about how others in the space are trying to define what they want to be, you hear more people talking about wanting to be the starting point on the Internet. Well, that's what we are," Mr. Berman continued.

This is not just a matter of semantics: Ad spending on social networks still represents a small fraction of total online ad spending—much less than the search and display ads of the largest portals.

"Last year, we saw a lot of agencies and brands setting aside 10% of their budgets online for social media buys," Mr. DeWolfe said. "We usually got 60% to 70% of it, but it didn't really amount to the tens of millions of dollars that we thought we should be getting given our reach and impact."

"As the US economy worsens, nearly every ad-driven Website will be under pressure to generate revenues," said eMarketer senior analyst Debra Aho Williamson. "By positioning itself as a portal, MySpace can potentially gain a larger share of online ad dollars. But the company needs to prove that its users are receptive to display advertising."

## Industry Trends



## Facts And Trends

### Ad Growth

In the first major signs that Wall Street's crisis and the worsening credit crunch are taking a toll on the global advertising business, ZenithOptimedia has slashed its growth forecast for the industry, and some ad firms are reporting concerns about clients paying their bills.

Zenith, whose forecasts are closely followed by the industry, said it expects ad spending in the U.S. to grow just 1.6% this year and by less than 1% in 2009. In June, the ad-buying firm, a unit of Publicis Groupe, predicted growth of 3.4% and 2.6%, respectively, for this year and next.

Source: *ImediaConnection*

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### Creative Corner

*Ever Wish Your Competition Would Just Disappear?*

Today, that wish is coming true. It's one of the upsides in a down economy. Fewer and fewer companies are focused on opportunities when the fear, uncertainty and doubt of a recession are echoing in the hallways.

The understandable reaction to all the alarm bells being rung is to flee in panic. But now is the precise time that cooler heads should prevail. It may well make sense to cut back but also pay close attention. Stepping into the void left by those that panic could very well pay huge dividends.

You need be neither a Pollyanna nor a Wizard to understand how a well-considered marketing effort in today's less competitive environment could give you an advantage both now and in the long term. Market share in a variety of industries is essentially there for the taking. The challenge is to be cautious while also being smart.

Call us and we'll work with you to find new ways of looking at your marketing challenges and get you moving ahead once again.



### Industry Trends

**Here are a few ideas to consider that should serve you well:**

**1. Value is gaining mass appeal.**

This quality-to-cost perception is not the same thing as "cheap". The days of indulgence may be gone, but consumers still want quality—just at a lower price. Deep discounts aren't the only answer and could be a poor choice in your search for sales.

**2. Stay close to home.**

Just as consumers are embracing stay-cations and eating in more often, marketing messages should stay close to their brand's base appeal and core strengths.

**3. Get in step, stay in step.**

Find a way to acknowledge and relate to your customers' frame of mind, then make a case for how your product or service fills a need that shouldn't be ignored. Change your message to stay abreast of the evolving economic story.

**4. Doom and gloom gets old.**

Look for ways to make your message a bright spot in a gloomy environment. You're not looking for laugh-out-loud ideas, which may be seen as naïve and inappropriate, but an insight or observation that can bring wry smiles to those all-too-often frowning faces.

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### The Art World

#### *"Going Green" A New Design Trend*

Being green not only helps the environment, but it can also create a marketing advantage for clients. It helps to attract customers who are seeking out companies because of their green positioning and gives those clients an advantage over their competition.

Something designers can do for their clients who are interested in "going green" is to suggest the use of an email campaign. Email campaigns are proven to create better results than direct mail campaigns. Typically, direct mail campaigns have an average of 7% response rate, which means 93% of the printed material ends up in the landfill.

Designers can also help customers save money and the environment by printing only the quantity of materials that a client really needs and to use paper that is created from recycled content. They may ask printers to print materials using soy- or vegetable-based inks which are much more eco-friendly than traditional inks. Also, encouraging customers to put product catalogs online rather than printing them not only takes less time to manage, but is more environmentally friendly than redesigning and re-printing catalogs each time a change is required.



### Industry Trends

#### Orange – The Transitional Color

Orange is often the color that is synonymous with autumn. It brings to mind images of autumn leaves and pumpkins and represents the changing seasons. It is a color on the edge; the color of change between the heat of summer and the cool of winter. Because of its transitional appearance in nature, shades of orange can be used to indicate a transition or a bridge between two opposing factors.

Orange is a vibrant color made up of a combination of red and yellow. It denotes energy, warmth and the sun, but has a bit less intensity or aggression than red because it is calmed by the cheerfulness of yellow.

As a warm color, orange can be used to stimulate the emotions or even the appetite. It is also a sociable color and can be used to get people thinking or talking. Because it is a citrus color, it can conjure up thoughts of vitamin C and good health. Orange really pops alongside medium blue or becomes tropical when paired with green.

Common color names that represent various shades of orange are: pumpkin, gold, flame, copper, brass, apricot, peach, citrus and tangerine.



### Real Estate

#### The \$700 Billion Dollar Bailout

As troubles continue to plague our financial industry coupled with the impending November elections, we can't help but wonder if the financial rescue package will be successful in turning our economy around. A plan, which in theory, is supposed to jump-start our crippled credit market by getting money flowing to consumers, businesses, corporations and governments. But, how the bailout will impact taxpayers is of major concern to many, especially those in the middle-class.

There are opposing points of view on the subject depending on who you ask. On the one hand it's being said that in the short-run taxes may actually go down and many in the middle-class will catch a break under the bailout bill. This opinion is supported by the fact that Congress loaded up the bill with more than \$100 billion in tax breaks and other special provisions designed specifically to ease the burden on the middle-class. Conversely, others feel that such declines could be only temporary, and over the long-run tax breaks will have to be made up with tax increases or spending reductions elsewhere. Also, taxpayers might be on the hook for some of the \$700 billion that is being used to buy up the "troubled assets".

So, how exactly is the financial rescue package supposed to work? Congress has set up a government-run fund to buy up the troubled securities that nobody else wants to buy because it is impossible to figure out what they are worth. Home values are very difficult to predict at this point because no one knows how many more homeowners will default on their mortgages. The idea behind the rescue package is that the Treasury will use the bailout money to buy these securities and hold them until the credit and housing markets settle down, allowing time for their values to increase.

But, will the rescue package work? The answer to that question is anyone's guess. Because nothing like it has ever been done before, especially not something of this magnitude, it remains to be seen if the bailout will bring the desired results, but let's all hope that it does.

### Industry Trends



### How Much is 700 Billion?

As a stack of \$100 bills, it would reach 54 miles high.

Counting to one billion, at the rate of one digit per second, would take 30 years. By that scale, counting to 700 billion would take 21,000 years.

It is almost 3 billion nonrefundable bus fares from Durham to San Francisco, leaving tomorrow.

It could pay for 4,586 McDonald's apple pies for every single American.

If you change 700 Billion into us quarters and put them back to back you will have to circumnavigate the earth roughly 122 times. Or if you stack them they will reach roughly 3 Million miles into space.

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Fall 2008

### Hispanic Division

Phoenix, home of Cooley Enterprises, is also home to more than 1.2 million Hispanics. The Phoenix Hispanic market ranks as the eighth largest in the country, with a buying power that is estimated to reach nearly \$40 billion by 2010. Census reports show that Hispanics account for approximately 30% of all Maricopa County residents, the vast majority of them being from Mexican decent.

Experience has proven that tapping into the Hispanic market is much more difficult than simply translating English written content. Hispanics have origins and ties that span all over Latin America. While Mexican culture is the most dominant in the Phoenix area, cultures and traditions from Central and South America, and the Caribbean are well represented within the community with all of their differing characteristics.

Marketers and corporations around the country are realizing the importance of finding a way to reach this large, yet elusive, demographic. In Maricopa County, the median age of all Hispanics is 25 years. The median age of the entire county as a whole is 33 years. When speaking in the home, 42% of all Hispanic households speak predominately Spanish. Twenty percent of Hispanic households speak a mix of English and Spanish. Univision, the #1 Spanish-speaking television station, owns six out of the top ten most watched daytime television shows in the state. Indeed, Hispanics are a strong and ever growing population in Maricopa County, as well as in the nation, that receive and respond to communication in a very distinct manner.

Cooley Enterprises sees its Hispanic division as a vital role to the success of its clients. More than just translation, Cooley Enterprises considers the cultural, psychographic, and demographic mixtures of the market in order to tailor its client's message in a way that will be understood and appreciated.

Sources: Phx Hispanic Scarborough Jul06, Selig Center for Economic Growth, Terry College of Business, The University of Georgia, May 2005; Datos 2006, 2006 Demographics USA; U.S. Census Bureau, 2007 American Community Survey; Nielsen Universe Estimates, 2008; NSI Aug '08, M-F 9A-3P, A 18-49 Rtg, Phoenix Live Data



The Phoenix Hispanic market ranks as the **eighth largest** in the country, with a **buying power** that is estimated to reach nearly **\$40 billion by 2010.**

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#### Meet Some of the Communication Architects

*Through the collective experience of the current team, Cooley Enterprises, LLC has expertise in a broad range of industries and categories in both the public and private sectors.*

##### **Todd A. Cooley, President/CEO**

Todd has over 20 years of experience in general management, marketing, business ownership, finance and real estate. He worked as... [\[Expand\]](#)

##### **Mary Ellen (Mel) Stevens, Media Director**

Mel has over 20 years experience in media planning and market research across categories encompassing: packaged goods, retail, restaurant... [\[Expand\]](#)

##### **Ken Jacobs, Creative Director**

Ken brings a wealth of diverse category experience to the team: automotive, financial, high-tech consumer goods and real estate... [\[Expand\]](#)

##### **Becky Simmon, Art Director**

Becky has worked as a senior designer for companies including Action Performance, where she created corporate promotional... [\[Expand\]](#)

##### **Amy Bacal, Account Executive**

Amy has an extensive background in community relations and public affairs, specializing in government and education. After holding... [\[Expand\]](#)

##### **Jeffrey Corso, PR Account Coordinator**

A graduate of Lewis and Clark College in Portland, Oregon, Jeff holds a BA in Communications with a Relational Communications... [\[Expand\]](#)

##### **Madison Kvamme, Web Developer**

A graduate of Lewis and Clark College in Portland, Oregon, Jeff holds a BA in Communications with a Relational Communications... [\[Expand\]](#)

##### **Steve Bitter, Hispanic Marketing**

A graduate of Lewis and Clark College in Portland, Oregon, Jeff holds a BA in Communications with a Relational Communications... [\[Expand\]](#)

##### **Susan Alexander, Office Manager**

Susan brings twenty-two years of administration for DaimlerChrysler, State Farm and other companies, with extensive experience in operations... [\[Expand\]](#)

#### Cooley Architects

##### **Todd A. Cooley**

*President/CEO*

Todd has over 20 years of experience in general management, marketing, business ownership, finance and real estate. He worked as CFO for an international dental supply manufacturer, headed an accounting and business support company serving over 400 clients, then owned and grew what became one of the most successful and respected advertising agencies in the Valley. After a two-year endeavor in real estate, Todd re-launched his agency as Cooley Enterprises in 2007.

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**AquaStar Pool Products, Inc.**

*AquaStar Pool Products, Inc. was founded in October of 2003 in Southern California by Olaf Mjelde and Wade Arens and is the worldwide industry leader in the field of pool and spa safety.*

AquaStar prides itself on being the benchmark inventor, designer and manufacturer of federally compliant anti-entrapment suction outlets for swimming pools. They offer a multitude of suction outlets that exceed the standards set forth by the Virginia Graeme Baker Pool and Spa Safety Act, an act which was signed into law in late 2007 to protect children from suction entrapment-related injuries or fatalities. The entire line of AquaStar pool products is designed to provide the very best look, feel and performance and all products are manufactured solely in the USA.

Co-founders Olaf Mjelde (inventor and engineer) and Wade Arens (inventor and researcher) are experts in the pool and spa industry. Olaf has over 30 years of experience in engineering and manufacturing, and Wade possesses exceptional knowledge and a unique understanding of pool and spa plumbing design and functionality acquired through more than 30 years extensive field work.

For more information about AquaStar, its founders, product line or federal standards, please visit their website at [www.aquastarpoolproducts.com](http://www.aquastarpoolproducts.com), or contact them toll free at 877-768-2717. "A Safe Drain is No Accident"™.

Cooley's mission for AquaStar is to create messages and materials that are consistent with their leadership position relative to pool safety and their dedication to providing superior quality products. This will be accomplished through a combination of public relations and branding efforts that focus on safety and compliance. Also, to enhance their website so that it becomes the "touch point" for all target groups to learn about the rules/regulations and pool safety.

Our marketing goals and objectives center around generating awareness among the trades, the government and consumers of the new compliance regulations and introducing AquaStar's management team as leaders in, and champions of, pool safety. These objectives will solidify AquaStar's position as an expert/authority relative to pool safety and pre-empt their competition. Finally, we seek to create a "call to action" on the part of all target groups to comply earlier rather than later with these regulations and to urge them to get involved in supporting state laws for residential applications.

**Featured Client**



**New Clients**

Benefit Design	
Sue Bickerdyke Interiors & Home Furnishings	
TJK Remodeling, Inc.	
Southwest Autism Research & Resource Center	
Sigma Contracting	
Superstition Mountain Properties, Inc	
The Caepe Preschool	
Mortgages Ltd.	

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