



ICMA Newsletter

No.3/2005

ICMA • Koggestraat 9H, 1012 TA Amsterdam, The Netherlands • Tel: +31 (0)20 638 2336 • Fax: +31 (0)20 638 2371 • Email: info@icmaonline.org • www.icmaonline.org

Bigger and better!

Our first summer in the new ICMA office and we're already complaining about the heat! But at least we're not suffering the noise of the drilling and digging of the metro station building works as in our old office...

Welcome to the first ever 12-page ICMA newsletter! We had so much that we wanted to tell you that we felt it justified the extra 4 pages on this occasion. Naturally, there's the news from Barcelona and a peek forward at India and Toronto, as well as news from PHOENIX and other Head Office activities, but there's plenty of member and industry news, from the case for separate offline and online sales teams, to a drive-thru classified advertising service in Mexico City, marketing ideas from Autotrader and Captain Classified in the US and mobile ad-placement from Eniro in Sweden. Plus an extensive interview with Rajesh Navar, CEO of LiveDeal.com about his offering and views on the online classified marketplace. So I hope there's something from everyone.

The Committee (with Sidharth's help) is already working hard in developing the programme for the India General Meeting in November. This is the chance of a lifetime to visit this incredible country, and we aim to make it an unforgettable experience. There are further details of what we have planned for you on page 3, but I can tell you that I'm not leaving without riding on an elephant!

The other big news from Head Office is that sadly Gavin Reynolds, our Operations Manager, will be leaving us to move back to Ireland at the end of August. Gavin has been with us for two years now, taking over Lynn Cullimore's role (and many other tasks besides), and ICMA will be very sorry to lose him. In our small team, his sense of humour and willingness to pitch in and do almost anything, has been extremely important and much appreciated, as has his genuine interest in ICMA members' activities and what we do for you. He says goodbye to you all on page 2 and I know we all wish him and Tamara well back in Dublin. I hope to announce his replacement, who will have the challenging task of managing the PHOENIX launch, very soon.

Viva la Barcelona!

What a super turnout! Almost 30 countries represented in Barcelona. Read more about this great event in the GM Report on [pages 4 and 5](#).



That's all from me for the moment. Have a great summer (or winter for all ICMA southern-hemisphere members)!

Lucie Hime, Executive Director



Is this the future?

Hello again, well I hope that the conference in Barcelona gave you all plenty of food for thought - as well as some concrete ideas for implementation. Certainly we at Buy & Sell have been pooling our ideas and already made some changes to areas of our business based on some of the sessions and contacts we made in May, specifically in the arena of the web, our new web site launching soon and mobile technology, which is a pretty 'hot potato' now in Ireland.

Talking of food we are now hungry for what New Delhi can offer us in November, as well as some welcome sunshine in the start of what no doubt will be a wet and dreary winter. There will also be some wonders to see such as the Taj Mahal, magnificent Indian cuisine, and of course the conference content which promises to be exciting and very relevant. One of the areas we will be exploring by publishers' demand is outsourcing - what has India got to offer?

Where does it all end or indeed begin? Well, when financial news service Reuters decided to move editorial jobs from the US and Europe to India, it may have triggered a new outsourcing era in the global media. Analyst Forrester also believes that Britain's media sector will lose 4,000 jobs in 10 years due to off shoring! And Time Warner's magazine Business 2.0 has already experimented to outsource editing work in India for one of its recent issues.

Technology news portal CNET gets work done from India for research reports and news alerts, taking advantage of the time zone and keeping its news site fresh from 6 am onwards. Moreover, publishers in US are doing pilot programmes to make news pages designed and made from India for cost cutting as well as providing up to date news. New York Times is already outsourcing many components of its publishing tools from a US-based software company, which is off shoring work to India. Digitalisation work of US newspapers is also outsourced to Indian companies. And services using languages other than English are growing fast. So why India? And why outsourcing? Well the obvious answer is cost, but that together with cutting edge technology, fully qualified personnel

IN THIS ISSUE:

- **HEAD OFFICE NEWS**
 - From the Executive Director
 - From the Chairperson
 - Committee Brief
 - ADEX Report
 - Gavin leaving us
 - WAN Report
 - General Meetings - India & future destinations
- **THE BARCELONA ICMA GENERAL MEETING**
 - Report & Photos
 - Caption Contest
- **PHOENIX**
- **MEMBER NEWS**
 - Bolivian website copies design Speurders.nl
 - AdMission awarded important new patent
 - Auto Trader TV campaign taking on papers by name
 - Marktplaats sponsors stands
 - Trader agrees new credit facility and acquires De Vondst
 - ebay goes Shopping.com
 - Eniro first to launch classified advertising on mobile phones
 - Tribune expands Recycler.com free classified listings to 12 cities
- **INDUSTRY NEWS - SPECIAL**
 - Interview with LiveDeal
- **INDUSTRY NEWS**
 - Drive-thru advertising?
 - The case against the integrated sales team
 - Arrests over false circulation claims
 - The growth of Gumtree
 - Knight Ridder goes free
 - Friends Reunited considers classified advertising
- **CONNECTIONS**
 - Upcoming Events
 - New Contacts
 - Committee Members
 - Captain Classified

and good customer service? There must be a downside surely - we need to find out more...

"India is a happening place. Advances in technology have made it easy to do editorial and publishing work. You have a huge cost advantage," says Ranjit Singh, CEO of US-based TechBooks, which does most of its outsourcing work from Delhi employing 2,000 people. TechBooks clients include Cambridge University Press, Prentice Hall, Law Writer, Net Library among others. Its latest assignment is making Chicago Manual of Style which has been the reference for writers, editors, publishers, and anyone else working with words in US. Players like Thomson Press, Macmillan, Integra, Newgen Imaging are doing flourishing outsourcing publishing business from India. Outsourcing of content and all other services in publishing industry is pegged at US\$2.5 (EUR 2.07) billion globally.

So is your appetite whetted for India? Early booking essential, you can't afford to miss it!

Jill Armer, Chairperson

Ad Exchange Report

Apart from a bumper month in April, when RU levels increased by over 40% (thanks for that Quoka, Germany!), it's been a stable few months for the Ad Exchange with monthly numbers staying pretty constant. So while we haven't been reaching new heights in ads sold, at least we're not losing ground either!

Don't forget to update your coupon with the latest changes, a new one was sent out to you all in June, and you can always check the Library on the ICMA website for the latest listing. Publishing the

correct listing saves you time and avoids disappointing advertisers so it's in your interest too.

As you'll read elsewhere in this issue I'm leaving ICMA to move back to Dublin, so this will be the last report I'll be writing for you. I have really enjoyed my time at ICMA working with the many ACP's and members around the world. I wish you all continued success with the Ad Exchange, and don't forget to send your POP's on time, it will make my replacement's life a lot easier!

Gavin Reynolds

Sócúl an bhaile!

I'm off back to Ireland. After nearly 14 years of living away from home in various countries I have decided it's time to move back to Dublin. My friends all think I'm mad, well the ones that live in Ireland anyway! But I'm starting to miss my family and as my parents are getting older I'd like to see them more than a few times a year.

I'll really miss ICMA, as it was a unique and very fun working experience. I had never worked in such a small office before (remember there's only 3 of us!) and it gave me the opportunity to build up a great close working relationship with Lucie and Karina. I'll be very sorry to leave them.

Another great thing about my job was the fact that I got to meet you guys, a unique and very interesting bunch of people from all over the world. I remember being blown away at my first GM in Dublin by just how many papers and countries were part of ICMA.

I have come away with many great memories from my time here, a worryingly large amount of which appear to have occurred early in the morning in bars at our various GM's. Even for an Irishman it's hard to keep up with some of you. Don't worry, when I write my memoirs I won't use any real names!



COMMITTEE BRIEF

The new ICMA Committee comprises just five elected members (full names and contact details on the back page of this newsletter). However, what they lack in numbers, they plan to make up in enthusiasm and effort! The first meeting of the new Committee will take place in Amsterdam on 5-6 August (any items for the agenda should be submitted to Head Office by 1 August please!) but they have already participated in a conference call together to discuss and develop ideas for the India GM programme. The newest Committee member, David Wagborne, has already come up with a way to add value for members with a Sales Lab scheduled to take place in Amsterdam in early 2006, plenty of work for Head Office to do to prepare that! And over the summer, the Committee will be closely involved in supporting and guiding the PHOENIX project, a project critical to the future of the Association, and helping Head Office in its recruitment efforts. The Committee and Head Office would like to thank outgoing Committee members Sergey Pamukhin, Jack Humphreville and Felix Erken for all their hard work and ideas.

So thanks for the memories and all the best to everyone for the future, except for you New Zealanders who are beating the hell out of the British and Irish Lions rugby team at the moment... show some compassion!

Gavin Reynolds



New "Classified Models Revisited" Report released

WAN (World Association of Newspapers) has produced the second edition of its "Shaping The Future Of The Newspaper" report entitled "Classified Models Revisited" which covers the continuing migration of classifieds to the Internet. As well as crunching the numbers from 45 countries worldwide and comparing market share in certain key classified verticals such as cars, property and recruitment (thanks again to the ICMA members who participated in this study), the report contains two dedicated country reports - USA and the Netherlands. These profile some of the major players and the strategies that they're employing to continue competing in a rapidly changing market. The report acknowledges the firm establishment of the "free-free" model - i.e. free advertising and free access, and concludes somewhat sombrely, that the real issue for newspapers is how their non-classified businesses will need to change in response to the expected near-disappearance of their classified revenue.



ICMA members can download this report (1.6 MB) for free from the ICMA Documents Download service that you can find in the member area at www.icmaonline.org/Members/documents/overview.aspx.

ICMA Delhi General Meeting, India, 10-12 November 2005

To complement the unique destination that is India, the Committee and Head Office are working on a very special programme. Thanks to the huge amount of constructive feedback from Barcelona delegates, we have plenty of ideas for sessions such as the next step for raising revenue through mobile, how to organise and motivate cross-selling sales teams, the view of the Internet threat from a related industry, the winners and losers of online business models, and a dedicated session on the aggregator phenomenon. The workshops will be extended in length and focus on online marketing, a 'clinic' for publishers moving from a cover-price to a free model, and what we can learn from search companies.

At least one of the sessions of the Publishers' Meeting will address the opportunities and benefits of outsourcing with real live suppliers to quiz, plus further work on some of the issues that arose in Barcelona. And the sales managers and online folks will not be bored either in the Online Revenue Generation Workshop which will tackle some of the practical issues around making money online as well as critiquing a variety of classified websites.



With the help of Sidharth Gupta of our hosts, Free-Ads India, we are also planning a varied and extended social programme to make sure you experience a little bit of the 'Indian way of life'. How about a very special way to discover the old city of Delhi, see some of the cultural monuments, explore the shopping area? And of course we couldn't miss a trip to the Taj Mahal! We are still finalising some of the details, but the brochure with the complete information on the conference and social programmes will be with you by the end of August.

We are also working on a deal with a travel company in India, so that they can offer some tailored tour packages which you can take before or after the conference. Think of trips like a cultural trip to the Golden Triangle, Delhi, Agra and the famous 'Pink City' of Jaipur, or a trip to see Indian wildlife such as elephants and tigers in their natural habitat, a few days getting in touch with the 'inner you' in an ashram, relax on the beautiful white beaches of Goa, sample the delicious cuisine of Kerala, or experience the life of a 'nomad' for a couple of days in the spectacular Rajasthan desert.

When planning your trip to India, there are two important things to take care of beforehand:



1) Vaccinations and malaria prevention

Depending on what regions of India you plan to visit and what sort of accommodation you are staying in, the most recommended vaccinations are for diphtheria, tetanus, poliomyelitis, hepatitis A and typhoid. Make sure that you visit your doctor, or a special vaccination organisation 4-6 weeks before you leave! Based on your destination, travel period, your health and earlier vaccinations they will give you personal advice in regards to your vaccination schedule. Don't forget to ask your doctor for malaria tablets, and check out the India e-newsletter and the ICMA website for more tips and precautions.

an application form, bring two passport size photos and your passport and pay approx. EUR 50. But please double check this with your local embassy.

To keep you updated on the conference and social programme, things to do before your trip and all kinds of information, we will send you an India e-newsletter regularly.

2) Visas

Almost everyone needs a visa to visit India. Check out www.india-visa.com for the link to your nearest embassy where you can find visa information. In most European countries you can apply for a "tourist visa" within a day. You will need to fill out



ICMA GM destinations 2006

MAY 2006 - TORONTO, CANADA

A great city, beautiful waterfront, the CN Tower, shopping malls and of course the Niagara Falls not too far away! At the moment we are finalising the agreement with the hotel Le Royal Meridien King Edward, a beautiful historic hotel, in fact the oldest hotel in Toronto.



NOVEMBER 2006 - MUNICH, GERMANY

Put on your Lederhosen, pack your Dirndl and head down to the capital of Bavaria, to the picturesque, fairy-tale Gothic, biergarten-filled city of Munich.

Barcelona Conference report

The sun shone, the sky was blue and the breeze rippled gently through the palm trees as delegates arrived at the Hotel Fira Palace in Barcelona for the ICMA Spring General Meeting. With over 100 member delegates and a further 50 non-members, speakers, exhibitors and guests from 29 countries, this was one of the best attended GM's in recent years.

Thursday afternoon, the bus was loaded with budding athletes and off we set for the beach for the Mini-Olympics. Everyone was split up into teams to play beach volleyball, Frisbee, badminton and petanca (the Spanish version of the French boules). Everyone threw themselves into the activities, literally in some cases, with exhibitors Mathieu Laverne of Calligramme and Phil DuBois of CityXpress colliding in an impromptu game of football which resulted in a very impressive black eye for Matthieu! A sizeable delegation relocated to the nearby nudist beach, and whilst far too much of Felix's underwear was on show, at least he and Gerald kept most of their clothes on.

After returning to the hotel, the delegates had some time to relax before the Welcome Reception and Dinner. Jill Armer, ICMA Chair, welcomed delegates to the conference, and introduced the three prospective members who were attending - Nathalie and Stephanie from SPIR Multimedia from France, David Owen-Smith from Trader Media Group from the UK and Pablo Martin-Frances from Finn.no from Norway.



FRIDAY 27 MAY

At 9am on Friday, delegates piled into the (just big enough) Salon Vivaldi to hear Jill opening the formal proceedings with some reflections on the importance of marketing today. Then it was onto the two new member presentations starting with Harry Avgoustiniatos of Ch. X Tegolopoulos from Greece, followed by Oscar Diele, General Manager of Marktplaats in The Netherlands, who made the introduction of eBay as a new member.

And it was back to Oscar again for the keynote presentation of "Classified like it's meant to be?" eBay concluded the purchase of Marktplaats in November 2004 and Oscar took delegates through the development of the service and its remarkable growth curve.

Mike Waterson, the Chairman of the World Advertising Research Center in the UK, followed



Oscar and took a 'helicopter view' of the classified industry. Mike described an industry that was thriving, with more prosperity and more competition leading to more advertising being bought. 'Browse versus Search' is an aspect of the classified experience that cannot be fulfilled by online but Mike concluded that, after death and taxes, there were only two certainties for classified media - more competition and more organised competition.

Track One

After the morning coffee break, the programme split into two tracks. Track One continued with Steve Hollingsworth of Northcliffe Newspapers Group of the UK. He explained how the concept of the event auction had enabled papers in the group to offer local retailers an opportunity to participate in the auction process. One of the most significant benefits was the chance to recruit new/lost/lapsed advertisers and convert them into active paying customers.

Steve was succeeded by Ralph Werner, MD of mobile.de, eBay's online autos vertical in Germany. Ralph gave a thoughtful presentation, focusing on the key drivers of early mover advantage, business skills, product, marketing and pricing, which gave Mobile.de's founders their early success. Surprisingly, much of Mobile.de's early strategy was focused on dealers, unlike the familiar classified strategy of populating an environment with sufficient C2C advertising to attract B2C advertisers. Mobile.de concentrated on building the brand and their relationships with dealers, and charged dealers from Day 1.

The last presentations in this session were a pair from Peter Rees of Trader Classified Media, and newcomer Judith Neilly of Buy & Sell Ireland. Peter and Judith took different approaches to the topic of 'Old versus New Marketing' with Peter taking a classic approach, and Judith presenting three case

studies on circulation and sales marketing, two of which succeeded and one failed. On the corporate level, Peter explained that Trader maintained a clear focus on optimising the functionality of their sites and making them as easy as possible for advertisers and users to access. Judith described what happened on the ground on a day-to-day basis at Buy & Sell Ireland.

Following lunch in the ICMA Member Lounge, where we were cordially invited by Sidharth Gupta, COO of Free-Ads India to join him at the next ICMA General Meeting in New Delhi in India on 10-12 November 2005, delegates were plunged back into the afternoon panel sessions. Track One hosted a panel chaired by Peter Rees which addressed the question



Quotes

"Totally loved the event - would love to attend more often, definitely a learning curve!"

"It was an even better GM than last time, a lot of delegates and a fantastic programme!"

"A very interactive GM, the networking opportunities were great."

of how classified media could better market itself to advertising agencies and media buyers. Juha Herranen of Carat International in Helsinki advised delegates to focus on understanding their customers and providing measurable ROI, and to be conscious of the time pressure that media-buyers were under. Alex Lawton of Starcom Worldwide recommended that classified media invest time in participating in readership research and pay attention of providing media-buyers with a comprehensive and relevant media kit. Finally, Andrew Jack of Gritti Plc in London hit a controversial nerve when he said that some agencies don't want to understand.

Track Two

Back in Track Two, Stuart Wilkinson of the BPA Worldwide took delegates through the mysteries of the audit process. A regular at ICMA meetings, Sally Winfield, spoke on the highs and lows of marketing



at LOOT. Sally described the recent change to white stock and the attendant advertising and promotional campaign which accompanied it, with the tagline 'Your local marketplace'.

To wind-up the morning sessions, Sidharth Gupta of Free-Ads India and Stefan Anderson of Eniro Oy contrasted the different approaches to marketing. Sidharth opened delegates' eyes to the very different ways in which people in developing markets respond to marketing. Sidharth was followed by Stefan, who contended that once the basics were right, it was a question of targeting the marketing message and vehicle, and the product and service.

Following the afternoon coffee break, delegates split into workshops. Thanks to all the workshop leaders - Peter Lamb (who consistently scores 10/10 from delegates for his workshops), Gérald Coniel, Audrey Cunningham, Peter de Souza, Konstantin Kandler, Craig McMullin and Peter Norman.

After a quick wash and brush-up, we set off for the Can Cortada, a 12th century fortress/farmhouse for a lovely traditional evening!

SATURDAY 28 MAY

Amazingly, people turned out in time for the Saturday meetings - the Publishers' Meeting chaired by Cal Bosveld, the Sales Managers' Workshop led by Ramon van den Ende and the Technology & Business Development Forum, facilitated by Peter Zollman of Classified Intelligence.

Publishers' Meeting

Cal opened the Publishers' Meeting and introduced George Brooks of Trader Publishing, a new member of ICMA. Cal then shared a few thoughts on where the classified industry was heading before introducing Bob Cauthorn, president of CityTools and former senior executive at the San Francisco Chronicle. Bob described the experience of the Bay Area newspapers, which had failed to react to the threat posed by Craigslist. Arrogance had led to the loss of control over classified pricing. After this provocative presentation, delegates split into smaller groups to discuss this phenomenon, many concluded that they should do a "Friday-Ad" and go free themselves. It'll be interesting to see if any have done this by the time of the next GM in India.

Sales Managers' Workshop

Downstairs in Salon Coral, Ramon was marshalling his sales managers for a mammoth session of exchanging ideas and experiences. Thanks to a lot of pre-work, delegates had arrived prepared with presentations and case studies.

T&BD Forum

Next door, the first ever Technology & Business Development Forum was taking place, ably facilitated by Peter Zollman. All the exhibitors were given the chance to present the latest trends and developments in their industry, and delegates participated actively. The anecdotal feedback was excellent and we will definitely aim to repeat this meeting in future.

Business Meeting

Onto the Business Meeting, where the 2004 audit was approved, BERK re-appointed as ICMA auditors for 2005, presentations on ICMA projects and PHOENIX were made, and elections for Committee were held. Full minutes are posted in the ICMA Library.



After a well-deserved break, it was on with the party-dresses and make-up and onto the ICMA Gala Party in L'Hivernacle, a Victorian-style wrought-iron greenhouse-type building originally constructed for the World Exhibition in 1888. Welcomed with a glass of sparkling cava, before sitting down to a delicious meal which was followed by a spectacular Spanish dance show with rather more audience participation than we had bargained for but everyone threw themselves into it - literally! The DJ took over, and we had to tear people away onto the last bus at 1am. Apparently, the party continued until very late at a series of bars near the harbour, and there were several sore heads the next day...

ICMA CAPTION CONTEST

Come up with a caption for this picture! The most creative/original/funny caption will be published in the next ICMA Newsletter. Keep it clean! Send in your captions to k.vanlenthe@icmaonline.org



Caption:



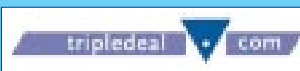
International Classified Media Association

Making classified media work better!

Did you know?

...that proof-reading of all received ads must be done within 48 business hours? Each destination will have an overview of all ads received which are pre-checked to be accepted. The ACP will be alerted by email that there are ads requiring proofing, and they will go to their personalised proof-reading page, scan through the ads to check that they all obey the local editorial policy and click "Mark all ads as read". If any ad is rejected, the ACP enters the rejection reason which is sent directly to the ACP of the sending destination.

PHOENIX partners



PHOENIX webpage

All PHOENIX news can be found in the Members section of the [ICMA website](#). Karina has now split the articles up into a page for each newsletter so they are easily browsable.

PHOENIX UPDATE

July 2005

Latest news



As those of you at the Barcelona Business Meeting will have heard us report, the twin blows of a scarlet fever outbreak and the relocation of our web-designer to Florida (unrelated) meant that we had to re-schedule the PHOENIX planning somewhat. But we're back on track now, with the pilot of the User Ad Management module safely completed, and by the time you read this, the Publishers' Ad Management (where publishers will upload and download ads either singly or in a batch, and carry out proof-reading tasks and manage any rejections) pilot also concluded. The initial feedback from the Users' Ad Management pilot that we have had has been extremely positive and constructive. Users felt that their advertisers will be able to negotiate their way through placing an ad easily and quickly, especially as the interface can be translated into the local language and branded with the familiar local classified brand. We'll be making some further improvements to help upsell advertisers as they complete their booking, and develop an all-singing, all-dancing clickable map showing all the destinations.

Summer's here...



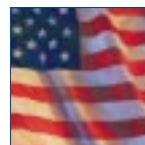
Well, I hope that all of you have lovely summer holidays planned. Here at the PHOENIX coalface, no such luck, I'm afraid ;-). We'll be cracking on throughout July and August to finalise the existing three modules, integrate them into the back-office (the bit that allows Head Office to manage the system), test, test, test the link-up with our payments service provider TripleDeal and develop the search functionality which will allow users to search the international database of ads. We have to write all the email templates that we'll be using to communicate with users (e.g. "Your ad will expire in 3 days. Click here to re-book."), and a comprehensive user manual and create a training programme for ACP's and other users. Joshua will be taking a brief break in September for another project but we are on schedule to launch in October.

What's a... PoP charge?



One of the most frequent issues Head Office deals with is the failure of some destinations to send PoP's (Proof of Publications) on a timely basis. To encourage destinations to provide correct PoP's quickly, and to help cover the cost of doing so, PHOENIX will apply a EUR 0.50 charge for each PoP requested which will be paid to the receiving destination as soon as the PoP is safely received by the sending destination. So if an advertiser at Buy & Sell Dublin placed an ad in ViaVia and requested a PoP, EUR 0.50 would be debited from Buy & Sell's account and paid to ViaVia once the PoP had been received. Publications can make the local decision whether to pass this PoP cost onto their advertisers, or charge more to cover their handling costs - this is all defined in the Publishers' Administration interface. PHOENIX even makes the whole processing of a PoP simpler and quicker. Every PoP request that you receive will generate a cover note to the sending ACP with all the necessary details (ad ID number and text, ACP name and publication etc.) that can either be printed out as a fax or sent directly as an email. So all you have to do is photocopy or scan the page, and fax or email it with the automatically generated cover note - easy-peasy!

Payment the American way...



ICMA's payment services provider, TripleDeal, provides a wide variety of payment options so that customers can be easily and painlessly separated from their cash ;-). We have also entered into a new e-commerce contract with American Express so that customers can use their Amex card to purchase ads via PHOENIX. American Express charge a little more commission than Visa or Mastercard but remember, you'll be keeping the vast majority of the money! And as PayPal is an increasingly popular online payment method, customers will be offered this option as well. If there are any local payment methods that are particularly widespread in your local market, please let me know at l.hime@icmaonline.org. TripleDeal is always trying to improve its service and we want to offer your customers what they're looking for.

Bolivian site copies Speurders.nl

A company in Bolivia has launched a website which looks exactly like Speurders.nl, the online trading site of De Telegraaf. The layout, the colours and even the icons of 1230fertas.com are copied from Speurders.nl. Just the name, language (Spanish) and the logo are different. The number of advertisements on 1230fertas.com is also remarkably lower than on Speurders.nl, 650 ads on 1230fertas.com and over a million ads on Speurders.nl.

The domain names 1230fertas.com and 1230fertas.net are registered in the name of J.W.G. Mertz of the company Ingenia. Ingenia has an address in Santa Cruz, Bolivia.

Speurders.nl is not connected with 1230fertas. Maarten Roelofs of Speurders.nl said he felt

flattered by the plagiarism of 1230fertas.com, "What an honour. This is genius."

It is too early to tell if Speurders.nl will undertake legal action against the Bolivian website, says Roelofs. "It is hard to claim things like layout and colour. We even started out with a site that looked a bit like an existing website."

"First, we will try to get in touch with the person that is responsible for this. Maybe it is just a simple builder of home sites", says Roelofs. "If there is a big publisher behind this, that also wants to focus on the Dutch market, that might lead to problems."

Source: webwereld.nl



AdMission awarded important new patent

The US Patent and Trademark Office has awarded AdMission Corp a patent which gives it important rights over both the process and the concept of uploading digital elements, processing them and then re-displaying them via the Internet. Patent No. 6,895,557 is very general, and thus far-reaching, and covers all types of devices (PC's, iPods, phones, PDA's etc.), where any type of digital element (image, soundfile etc.) is involved. ICMA Associate Member AdMission's new patent



could therefore open up a whole host of new revenue streams from licensing, and a range of problems for other technology companies using similar processes. But for now, the company will concentrate on its core products, "We will remain focused on making our directional advertising customers successful with innovative products, and we look forward to licensing our intellectual property for use in other markets," CEO and president Sarah Pate said.

Source: Classified Intelligence

Auto Trader TV campaign taking on papers by name

In an aggressive TV and radio ad campaign across the US, Auto Trader and its online partner AutoTrader.com are challenging the classifieds of market-leading newspapers by name in comparisons of price and presentation.

In Chicago, for example, the TV ads running during late-evening broadcast news programmes take on the Chicago Tribune. The ads show a torn-out three-line, one-column classified ad from the Chicago Tribune looking small and grey in the middle of an otherwise empty screen. That image is replaced by a full-colour, full-screen shot of an ad with a photo in the Auto Trader magazine, which is followed by a screenshot of an ad on AutoTrader.com.

A narrator and type on the screen assert a three-line Tribune auto classified ad with no graphics that runs for three days would be US \$10 (EUR 8.20) more expensive than a much longer run with an ad and photo in Auto Trader magazine and AutoTrader.com.

Auto Trader's parent company is ICMA member Trader Publishing and its President George Brooks said the campaign began as a test a few months ago. "We'll continue to go along with it as long as it produces results," he said.

Marktplaats sponsors stands

Advertisers on Marktplaats.nl that also exhibit at tradeshows or participate in 'junk' markets/garage sales/yard sales, can be sponsored by Marktplaats. This type of promotion has been offered for some time to eBay traders, and now Marktplaats users can take advantage of this too. As an exhibitor you can get 25% rebate on your rental fee for your booth back (maximum EUR 100), and must provide photographic evidence that you displayed the free Marktplaats poster on your stand.

Source: Adformatie Online

Trader agrees new credit facility and acquires De Vondst

Trader Classified Media has arranged a new single credit facility of EUR 750 million to be underwritten and led by French bank BNP Paribas. The facility will replace its current three lines of credit, enable it to repay its existing debt of approximately EUR 365 million, reduce its interest payments by EUR 6 million and benefit from improved terms, and still leave EUR 380 million "cash-in-hand". This will be used to "accelerate significantly its global acquisition development programme, including consolidating its existing national positions by further acquisitions, and undertaking significant investments in its online business and in China" according to John McCall MacBain, Founder, President and CEO. Trader's most recent acquisition, the business comprising De Vondst built up by long-time ICMA member Hélène Spierings, was incorporated into Trader's existing Dutch business of ViaVia in late May.



Is it producing results, he was asked. "Oh, yeah," he said. Making comparisons with a specific newspaper is a first for Auto Trader, he added.

While the ads give much prominence to Auto Trader magazine, they are actually being run out of AutoTrader.com. The Internet auto classified site is owned by Cox Enterprises, publisher of The Atlanta Journal-Constitution and 16 other dailies.

AutoTrader.com - which in the past has publicized its campaigns with press releases detailing the number of buys and markets - is being tight-lipped about this effort.

"Our leadership team prefers not to give specifics about the campaign for strategic reasons," said the company's media relations manager, Louise Barr.

Source: Editor & Publisher

Eniro first to launch classified advertising on mobile phones

Eniro's Köp & Sälj (translates as 'Buy & Sell') is claiming to be the first company in the Swedish market to offer classified advertising via mobile phones. The user takes the photo using the camera phone, sends it as an MMS (Multimedia Message Service) to annons@eniro.com, clicks on the WAP link in the SMS reply from Eniro, and enters the ad text. The only cost to the advertiser is the MMS fee, as Köp & Sälj offers free private advertising.

Eniro Köp & Sälj customers only need to input all their personal details once. The next time, the details are already filled in, and the advertiser's mobile phone number will be automatically published in the classified ad. The service, developed by the company 'Very Solid', is designed to work with all camera-equipped mobile phones that support MMS, and advertisers must also be WAP subscribers.

The Swedes are extremely comfortable with mobile technology, boasting one of the highest mobile phone penetration rates and the highest uptake of WAP Internet services at 22% of the population (source: Jupiter). Through this new service, Eniro is aiming to offer convenience, accessibility and flexibility to time-poor consumers.

Check out Eniro Köp & Sälj at www.eniro.se.



eBay goes Shopping.com

eBay has announced its planned acquisition of Shopping.com for US \$620 (EUR 509) million. eBay said that it would include its listings with those on Shopping.com giving buyers there a larger product selection and giving its sellers access to a new marketplace.

Shopping.com lets users compare products and prices from thousands of merchants and use its extensive and thorough feedback system to see what others have said about both the product and the seller. The business models of the two companies are very similar. Although eBay is known for its auction sales style, its sellers can offer products at a fixed price, a common feature among its professional sellers. Shopping.com's merchants are all at fixed prices.

eBay's offering price works out to US\$ 21 (EUR 17.23) a share. Shopping.com closed at US \$17.44 (EUR 14.31) before the announcement was made. The deal is expected to close by the end of the third quarter.

eBay continued to grow its local free-ad marketplace with the acquisitions in May of UK-based Gumtree.com and Barcelona-based LoQuo.com. While the sites will be incorporated into eBay's new Kijiji brand, they'll operate independently for now.



"We'll look at synergies and not clutter the sites," said Josh Silverman, eBay's VP of new ventures in Europe.

"Gumtree and LoQuo have each been very successful in their markets. I suppose that we will leave them largely alone. We're not in a hurry to make money. Those sites serve a great need and the community is finding great value in them. We need to be involved in this. We'll think of monetization later."

See additional article on Gumtree on [page 11](#)

"We have developed Sweden's first mobile-phone-based classified advertising service, with the focus on simplicity and accessibility. You don't need a computer or a digital camera - just a normal camera-equipped mobile phone," said Tommy Börjesson, Classified Advertising Product Manager at Eniro.

Tribune expands Recycler.com free classified listings to 12 cities

Tribune Interactive and Classified, a division of Tribune Company announced in May the expansion of its LA-based Recycler.com to provide free classified listings to 12 additional cities. Tribune launched the service in Dallas, Houston, Seattle, St. Louis, Indianapolis and New Orleans in the first half of the month, and will now roll out Recycler.com to New York, Chicago, Baltimore, Orlando, Hartford, and Allentown.

"Recycler.com makes online shopping convenient and fun," said Julianna Cole, Tribune Interactive & Classified vice president/merchandise and classified technology. "It provides consumers with easy access to items for sale, trade or free-all direct from one community member to another."

Along with general merchandise listings, the site includes job, home and automotive listings, community retail services and announcements.

"The expansion of Recycler.com is a great complement to the classified listings offered by Tribune's newspaper websites and our other classified products such as Cars.com, CareerBuilder.com and Apartments.com," said Tim Landon, Tribune Interactive & Classified president. "It reflects our commitment to bringing new, valuable products to consumers and providing an online marketplace to the communities we serve."

Recycler.com differs from other free classified websites because of an online comparison feature that allows users to preview select listings from other

sites - such as local newspaper listings, or listings from other online classified websites. The comparison tool enables sellers to review comparable products and ensure the item is priced competitively; and allows buyers to identify the best deals. The site's optional 'Browse and Buy' e-commerce tool simplifies transactions and enables the sale and purchase to take place completely online.

Sellers can choose from several listing packages, including:

- **Free listing:** a 50-character headline, 2,000-character description, one main photo and one additional photo that runs for 14 days free

- **Enhanced listing:** a 50-character headline, 2,000-character description, one main photo and five additional photos, bold headline and priority positioning that runs for 21 days from US\$6.95 (EUR 5.70)

- **eCommerce 'Browse and Buy' listing:** a 50-character headline, 2,000-character description, one main photo and five additional photos that runs for 21 days and offers the ability to buy and sell online. The price of this listing is based on the asking price of item for sale. For example, an item with an asking price of US\$100-399.99 (EUR 82-327) will have a listing fee of US\$10 (EUR 8.20)

The expanded Recycler.com is hosted by CityXpress Corp. and runs on eMarketplaceExpress, the company's classified marketplace platform.

Live the Deal!

How far would you travel to respond to a classified ad? Not more than 50 miles (80 km) from your local neighbourhood, reckons Rajesh Navar, the former eBay engineer and founder and CEO of LiveDeal.com, the fast-growing online local classifieds service. The penny dropped for Navar when he stopped by a local yard sale to ask about the price of a stroller and was told by the seller that he could have it for free. Navar believed that there was an untapped market of local buyers and sellers who could be brought together online more flexibly and efficiently than via newspapers or through online auction services. So the LiveDeal concept of an advertising venue with transactions occurring offline face-to-face was born.

LiveDeal specialises in making it easier for private individuals to buy and sell items locally that are not easily shippable or that buyers like to see first, all based around a local US zipcode. Good examples



would be a second-hand fridge or a dog, items that eBay's national and international auction marketplace leverage doesn't really cover, and that many local newspapers still don't offer online. All items are offered by a free basic listing that includes a photo, and LiveDeal even offers storefronts free of charge to sellers providing they list at least 10 items on an ongoing basis. According to Navar uptake of storefronts has been 'incredibly strong' and there are now approximately 30,000 'small home-based entrepreneurs' some offering thousands of items each. Outside the

storefront system, LiveDeal 'SuperSellers' typically offer dozens or even hundreds of items for sale. Liquidity wouldn't appear to be an issue, with total listings having grown from 3,000 per month to the current 300,000.

The strongest classifications according to Navar are autos, pets, furniture and real estate, growing by up to 300% month on month. The vast majority of the listings (70%) are placed by private individuals, but there is a proportion also placed by small businesses (20%) and some larger businesses (10%). These ratios are remaining stable except in the autos classification where LiveDeal offers an attractive Pay-Per-Lead performance-based programme to dealers, which is driving the category.

So how does LiveDeal generate revenue? If users chose to complete the transaction online using PayPal, then the seller pays 10% to LiveDeal but Navar claims that this is not a critical revenue stream. "It's listing enhancements, advertising, lead generation and partnering with media," says Navar. LiveDeal also works with companies such as auto or real-estate businesses to bring them qualified leads and adding value by filtering and 'scrubbing' these clean. In addition, LiveDeal partners with other media owners such as newspaper publishers, broadcasters or cable operators on a revenue-share basis, so they can have a 'plug-and-play' local classified product through the LiveDeal.com platform. Navar declines to reveal turnover or profit/loss information, saying only that LiveDeal is on course to be profitable by the end of 2005 as planned.

Capitalising on the strength of its autos business (one-third of users are looking for cars), LiveDeal entered into a partnership in April 2005 with AutoNation, the US's largest auto retailer. All of AutoNation's 20,000 used cars are now entered on the LiveDeal Autos' Preferred Dealer Program that guarantees them exclusive premium placement in all territories within a 25 mile (40 km) radius of their dealerships. This has boosted LiveDeal's critical mass of autos, and Navar says that there will be announcements of more deals in this sector very soon.

LiveDeal's marketing strategy has been deliberately low-key with no flashy expensive advertising campaigns. Its focus has been on optimizing the user-experience to generate positive word-of-mouth amongst users, an educational PR approach with respected publications such as the Wall Street Journal, USA Today and the ICMA Newsletter ;-), and the use of online marketing techniques such as search engine optimization.

LiveDeal's Affiliate Program allows participating websites to receive a category-specific XML feed, drive traffic to LiveDeal and earn commissions on 'cooked' visitors over a 90 day period. There are currently 7,000 registered affiliates, which generate 50% of LiveDeal's total annual revenues. Non-affiliated websites can also host LiveDeal

LiveDeal Factsheet

Founded:	by Rajesh Navar in 2003
Located:	Santa Clara, California, USA
Employees:	17 (Craigslist has 18)
Listings:	over US\$ 1 billion (EUR 822 million)
Users:	over 500,000
URL:	www.livedeal.com
Markets:	US
Owned:	Sole investor is Rajesh Navar although they are 'in the process of evaluating potential opportunities'

content for free using the HTML RSS aggregator. LiveDeal 'pushes' to individuals as well with its new Alerts service which sends an email to a user once an item that he's interested in appears on the site.

Navar plans to take LiveDeal worldwide, rolling the service out in markets on a city/state and postcode



basis. He says the technology has been built to be language independent and so no re-engineering will be required.

LiveDeal appears to have all the bases covered. So who are they looking over their shoulder at? "The biggest competitor is Craigslist but we believe that our technology and product offering is better for buyers and sellers. Print classifieds could be a competitor though..." What about Oodle.com? "They're more an aggregator and derive most of their listings from Craigslist so why wouldn't I just go to Craigslist?" Asked whether he would sell to eBay, Navar says "We have no plans to sell to eBay or anyone else in the market" Watch this space...

What can LiveDeal offer classified publishers?

Navar believes that traditional print media offer tremendous brand value in local markets but that publishers often don't have the best technical solution to capitalise on the online opportunity. LiveDeal's AdShare provides a free, co-branded web site to classified publications and newspapers, with performance based revenue share from upselling (offline to online), cross-selling (online-offline) and cobranded online only revenue (listing enhancements, leads etc). "It's simple and costs virtually nothing for them to implement," says Navar.

LiveDeal
your local marketplace .com

Drive-thru advertising?

In a city as fast-paced as Mexico City, an innovative drive-thru classified advertising service, Autoaviso, gives consumers the opportunity to buy advertising space without the hassle of looking for a parking space. The service is convenient, efficient, and easily accessible for customers who are looking for a rapid, safe, private and flexible way to place their advertisements.

With Autoaviso, customers literally drive up to a designated area, and from the comfort of their cars or a short walk to a convenient order window, place their advertisements and leave. Clients choose from several formats when placing an advertisement through Autoaviso, and can book their ad into any of the extensive portfolio of print and online products. The whole process has been refined to an average of 5-7 minutes.

It was back in the mid-1980s that it became clear that a service such as Autoaviso would be necessary due to the rapid growth of its parent company El Universal. The areas dedicated to customer attention were small and poorly-equipped, and the newspaper's location, surrounded by two major roadways with a large traffic flow, presented great advantages and some disadvantages. The area now occupied by Autoaviso was first used as a storage area, then for parking, but customers continued to complain. Their complaints resulted in the creation of Autoaviso.

Autoaviso is constantly evolving, and was recently redesigned to improve its service levels, attracting the attention of the thousands of people who pass



Autoaviso on a daily basis. Between 70 to 100 users drive daily through Autoaviso. The number increases on the weekend where on Saturdays up to 150 drivers use the service and about 200 on Sunday.

Source: INMA

Arrests over false circulation claims

Three former executives at Tribune Co. newspapers were arrested on June 14 for their alleged involvement in circulation schemes to get advertisers to pay millions of dollars in inflated fees at two of the company's newspapers, Long Island's Newsday and Spanish-language Hoy.

The arrests were the first in the government's investigation into allegedly fraudulent circulation schemes at Tribune, based in Chicago, USA. An Audit Bureau of Circulations audit in December 2004 showed that Hoy, a Spanish-language newspaper published in New York, Chicago and Los Angeles, overstated its circulation by nearly 50% during the 12 months ended Sept. 30, 2003. Newsday also overstated its circulation, as did Belo Corp.'s Dallas Morning News and Hollinger International Inc.'s Chicago Sun-Times, according to ABC. Those investigations are continuing.

A Newsday spokesman, Stu Vincent, called the charges 'consistent' with the findings of the company's internal investigation. Already, the company has established a US\$90 (EUR 73) million reserve to resolve advertiser claims, and has settled with more than 30,000 advertisers, Vincent said. The company expects to resolve more claims with advertisers.

The circulation misstatements have incited scepticism about the veracity of circulation figures across the newspaper industry, analysts say, making it more difficult for many newspapers to raise rates for advertising.

Source: Wall Street Journal

The case against the integrated sales team

It is widely accepted that one of the hardest aspects of developing a successful online product is finding and implementing the right sales structure. The industry has moved from the 'divide-and-conquer' approach where separate sales teams sold the different channels, to a broad recognition of the value of the 'one-stop shop' - one rep who sells the entire portfolio, regardless of channel. However, integrated media is a relatively new and complex sales concept, and this single point of contact approach poses numerous challenges. So some publishers are re-visiting the original approach and discovering that, correctly implemented, it can offer several significant advantages over the 'one-stop shop'.

1) Sales reps are not all the same species. "The DNA of a [print] field rep is different from the DNA of a Web rep," says Teri Mollison, group publisher at Penton Media. Print salespeople, she notes, are 'hunters': folks who don't like sharing information and do like bagging the big schedules. Web salespeople, by contrast, are generally detail-oriented 'geeks' - the guys who like sharing information and developing new products. What works, then, is having print sales reps throw the e-leads (generally the smaller, more service-

oriented sale) over to the Web guys. It's a win-win: "Advertisers have quit asking for free added-value," says Mollison, and "Web sales take so much customer service, but the e-guys thrive on that."

2) Clients aren't the same species, either. Just as publishing companies are struggling to integrate media, so are advertisers. Many are eager to try an integrated media deal, but "99% of them are not organized to do that," says Mollison. Before introducing some complicated cross-platform proposal, salespeople should first find out how the client's company is structured. Is it experienced in different media platforms? Is there a point person who 'gets' the idea - perhaps a marketing vice president? How might the company implement cross-media sales leads?

3) Use an empowering approach. Customers, big and small, should be able to buy whatever they want from the portfolio, and that the sales staff should be empowered to deliver a variety of solutions tailored to the customer's needs and objectives. The key is a "strong and proactive support team of product and industry specialists to be on hand to craft answers and targeted opportunities."

4) Emphasize specialties over generalities. Employ a fundamental rule that salespeople should specialize in one media solution, but be able to speak knowledgeably about the other resources. In other words, reps may not know all the ins and outs of online products, but they do know how online integrates with print, and, more critically, they know who to turn the sale over to within their territory.

5) And make sure everyone links up. More than ever, sales automation systems are needed to track who's doing what with a sale. Management and staff need to over-communicate - by phone, email and in person - in order to keep on top of the integrated-media process.

Source: www.helenberman.com



The growth of Gumtree

London's free classified advertising website Gumtree.com has expanded to three more cities, opening in Berlin in May, and followed by Rome and Milan in June. In May, ebay announced that it was acquiring 100% of the company.



Gumtree, launched in 2000 by two former City traders, does not charge for the bulk of its ads and has a staff of 12. Now its reach extends to 31 cities including Edinburgh, Adelaide, Durban and Paris. "It has really proved that you can take a classified advertising brand and take it across borders," co-founder Michael Pennington said. "I have heard it's childlike, I have heard it's dull, I have heard people say that it looks unprofessional. That's half its charm. Gumtree does not over-deliver on looks, it over-delivers on content."

In October 2004 Gumtree hosted 75,600 adverts and by April 2005 that had grown to 112,248. Flatshares dominate, followed by for sale and property rental adverts, which are free to post. Only recruitment adverts cost money - GBP 19.95 (EUR 29.80) - but this is still over 10 times less than the cost of most newspaper classifieds. Recently the Sri Lankan cricket squad used the site to advertise for a physio-therapist to accompany the team on its cricket tours.

Pennington said prior to February 2003 the site lost between GBP 100,000 - 200,000 (EUR 149,000 - 298,000) each year, but added that losses have now been reduced. London is the only site that turns a profit and he admitted that if they opened an office in every city to service the company it would quickly go bust. But he added that this was not necessary. "You can build a local media business with just one person," he said.

For the Warsaw site, responding to users' requests, one Polish-speaking employee sits in the London office sifting through and uploading all the ads, and also contacts Polish recruitment advertisers. The company also makes 10% of its revenue from search adverts similar to those that appear on Google, but it does not carry pop-ups or banners. Newspapers fear sites such as Gumtree and Craigslist, the San Francisco site started a decade ago, will damage their revenues. A report by consultants McKinsey this month said that rival websites would cost American newspaper publishers GBP 2 (EUR 2.98) billion a year in lost classified ad revenues by 2007 because of their strategy of 'price destruction'.

Source: *The Guardian*

Knight Ridder goes free

By May, most of newspaper publisher [Knight Ridder's](http://KnightRidder.com) web sites stopped charging people to post classified ads for household items and other merchandise, a switch designed to attract more traffic and spur more sales off-line as well as online.

The San Jose-based company dropped the online classified fees in 22 of the 27 newspaper markets served by one of its web sites. Previously, selling merchandise online for more than US\$200 (EUR 164) cost US\$4.95 (EUR 4.05) per month.

The giveaway applies only to online classified ads featuring merchandise. Online classifieds in most other categories, including real estate, automotive and help wanted, will continue to cost money to display.

Knight Ridder, which publishes 31 daily papers nationwide, is following the lead of Craigslist.org, a service offering ads at little or no cost for years. The trend has forced newspaper publishers to experiment with more unconventional approaches.

Online classified ads selling merchandise for less than US\$200 (EUR 164) have been free on the Knight Ridder web sites for the past seven months. "The free ads lured more visitors and encouraged more people to buy ads in other categories," said Anna Zornosa, chief marketing officer for Knight Ridder's online operations. The test convinced Knight Ridder that it would make more money than it lost by dropping the fees for all merchandise-only classifieds. This summer, Knight Ridder also plans to introduce a service that will allow customers to simultaneously create classified ads for the company's web sites and print products.



Friends Reunited considers classified advertising service

[Friends Reunited](http://FriendsReunited.com) is considering classified advertising as the next area for extending its brand after successfully launching into dating, genealogy, jobs, and communities.

The company is looking at small ads as a potential area for growth and cites eBay as an example of how the classifieds model can work online. The new service, which would not launch until 2006, is not certain to be developed but marketing director Tim Ward said classified ads would fit well with Friends Reunited's theme of providing 'personal



connections'. Ward, who joined Friends Reunited as part of a management buy-in in 2003, said: "No decision's been made but we obviously look at areas that are around personal connections. [Classifieds are] all about peer-to-peer and we've had some really positive feedback from customers." He said the company spent no more than GBP 30,000 (EUR 45,000) on testing new services and could thus afford the risk.

The new launch for 2006 would be the fifth extension to the Friends Reunited brand, which most recently took in Connections, a service offering message boards and chatrooms to users. In March, it bought online jobs board Top Dog Jobs as a platform to launch its own jobs service.

Source: *Brand Republic*

>KNIGHT RIDDER<

The web accounts represent a sliver of Knight Ridder's business. The company registered online sales of US\$114.6 (EUR 93.85) million last year, or 4% of total revenue.

Craig Newmark, who founded Craigslist 10 years ago, applauded Knight Ridder for moving toward more free classifieds. But Newmark predicted Knight Ridder's toughest challenge will be policing the free ads to identify and remove out con artists trying to cheat buyers.

Source: *E&P/Associated Press*

UPCOMING EVENTS

21-24 September 2005

INMA EUROPE CONFERENCE

Istanbul, Turkey

www.inma.org

Organised by: International Newspaper Marketing Association

10-12 November 2005

GENERAL MEETING

New Delhi, India

www.icmaonline.org

Organised by: International Classified Media Association

Early Bird registration deadline is 21 September!

23-24 February 2006

THE 2006 WORLD ADVERTISING CONFERENCE AND EXPO

Paris, France

www.wan-press.org

Organised by: World Association of Newspapers

4-6 May 2006

AFCP ANNUAL CONFERENCE

Miami, USA

www.afcp.org

Organised by: Association of Free Community Papers

11-13 May 2006

GENERAL MEETING

Toronto, Canada

www.icmaonline.org

Organised by: International Classified Media Association

Captain Classified

JunkMail may be 'Your King of Classifieds' but maybe they'll be making way for Captain Classified! Captain Classified is the creation of the marketing team at the Free Lance-Star in Fredericksburg, Virginia, USA, which was searching for a fun and powerful way to brand their newspaper classifieds. The brief was to develop a brand but to make it fun and create a mantra that would follow this new brand and place a greater focus on customer service and the ease of doing business with the paper. Thinking powerful and fun it struck them that this was superhero material and Captain Classified was born!

This larger-than-life character is someone who would come to your rescue and remain a constant for several campaigns. The idea was that he would be introduced as a logo first in the newspaper then in radio spots so as to give him a voice. Finally, he would be a real live character making appearances and interacting with the public. There were practical and highly impractical applications to address: in-house advertisements promoting the brand, tips on how to sell your item from 'the Captain', online banner advertisements, radio spots with the character voice saving the day, making surprise appearances at yard sales, creating display materials for the classified desks, capes on the backs of the chairs for the customer service staff, appreciative voice mail messages from the Captain to the staff as they reached goals, and special staff shirts to promote their 'group motivation'.

Another idea was to use for the first time a large unadorned portion of their outdoor building to place an 18-foot banner of Captain Classified. A custom-wrapped Captain Classified van, yard sale kits that include huge round green signs, green balloons, and a change apron with their logo on it were some of the supporting materials created. The Captain led the downtown Christmas parade and handed out freebies to the crowds of children and parents who screamed out his name and clapped as he made his way along the parade route. The February Valentine's personal classifieds promotion featuring the Captain telling readers to "Give Big Love" because "we make it easy to say I love you" was a big success.

The classified advertising staff loves being part of this campaign. They have bought into 'working for the captain' and classified calls at the Free Lance-Star are up to record numbers. The marketing department believe it works because of a simple idea, supporting a basic need, and delivering, with or without the cape.

Source: INMA

Annonce Prague

Don't worry, Zuzana Müllerová the great ACP here isn't leaving, she's changing her surname. The reason being, she's just got married. Having met her at previous GM's I can tell you her husband is a very lucky man! I'm sure you'll join me in wishing them many happy years together. Her new name is Zuzana Hand.



ICMA Committee Members

Chairperson:

Jill Armer, *Buy & Sell*, Ireland
Email: jill.armer@buyandsell.ie

Secretary:

Rob Paterson, *Friday-Ad*, UK
Email: robp@friday-ad.co.uk

Treasurer:

David Waghorne, *Northcliffe Newspapers Group*, UK
Email: david.waghorne@nottinghameveningpost.co.uk

Sergey Kochurin, *Camelot*, Russia
Email: serg@cmlt.ru

Kaisa Ala-Laurila, *Ilta Sanomat Inc.*, Finland
Email: kaisa.ala-laurila@infosto.fi



ICMA Newsletter

This newsletter is a members publication for ICMA and is published four times a year.
©2005 International Classified Media Association.

Executive Director: Lucie Hime

Editor: Karina van Lenthe

Address:

Koggestraat 9H
1012 TA Amsterdam
The Netherlands

Telephone: +31 20 638 2336

Fax: +31 20 638 2371

Email: info@icmaonline.org

Website: www.icmaonline.org

The publishers cannot accept responsibility for errors or omissions, however the utmost care is taken to ensure that information is accurate and up-to-date.

Next Edition - No.4/2005

ICMA's last Newsletter for 2005 is due out early October. Please send us your contributions before Wednesday 14 September 2005.

New Contacts

Cambalache Cadiz

Paloma Mendiguchia, the ACP for Cadiz is moving to Cambalache Seville. Her replacement will be Mariluz González. Her email address is mariluz.gonzalez@grupodtm.com

Loot London

After many years of handling Loot's ACP duties, Jill Beasley is leaving Loot. Her replacement will be Zulfa Hiles and you can contact her on zulfa.hiles@loot.com

Mai Hirdetes Budapest

Rita the ACP here is being transferred to another department. The new ACP will be Barbara. The contact email remains the same, bhkg@icmaonline.at

Fundgrube Stryia

Fundgrube in Austria have recently changed address, their new address is as follows: Fundgrube, Triester Strasse 367, 8055 Graz, Austria