



# Media Jockey

## *A Newsletter from Xanthus Communications*

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Issue: # 2

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### PR Tip

Distinguish yourself from your competitors. Choose a single unique brand identity that truly describes who you are and what you do. Look at our [experts](#) and see how some of our clients have found a single identifier that speaks volumes about who they are and how they do business.

### News Tip

[Track a reporter who covers news relevant to you and your business. Send the reporter an email with your bio. Introduce yourself. Compliment their work and tell them why. Open a dialogue. Build a Relationship.](#)

### Asking Bid

It is our prediction that Rupert Murdoch's bid for the purchase of Dow Jones will be a done deal by August 15th.

### Build your own brand identity

Greetings! The time has come for people to think about their names and their work in relation to their own professional brand expression. Business people, professionals, creatives, authors and actors-everyone now needs to be positioned as a brand and marketed like a commodity. How could this have happened?

The transition from the Industrial Age to the Age of Communication is complete. The Old Media has fragmented into the New Media. People who would have been working in manufacturing thirty years ago are now working in the New Media as reporters, editors, producers and, most notably, as bloggers. The New Media has grown to be highly fragmented and is creating enormous clutter.

Now even people must build a brand identity in order to be seen and heard above the din and to cut through the clutter to reach the right target audiences. It is more important than ever for people to build a strong brand identify, which is defined by who you are and what you do.

Over the next few months our newsletter will provide tips on how you can build awareness for your own professional brand that is powerful, compelling and memorable.

This month we are proud to feature one of the nation's leading branding experts Mr. Tim Girvin. If you don't know Tim Girvin, then surely you have seen his work, for it is everywhere from Bloomingdale's to Bellagio. He has also created identities for hundreds of Hollywood

## On the Sidelines

Kudos to former British Prime Minister Tony Blair who called the media a feral beast. We agree the media is a large hairy beast and we aim to feed it!

## Expert Quote

"Brands are about people. And we know people in stories that they tell. That is, the more stories that you have, wrapped around a person, the more insight to the experience of that person there might be. I know you as a person professionally. Your vitae, as it were."

-Tim Girvin,

**Expert in Branding and Design**

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## Print and Design Stats

**Name:** *Print & Design*

**Publication Type:** Newsletter

**Tag line:** "The hottest print advertising, graphic design and industry news, sent to your e-mail inbox every week."

**Location:** New York City

**Editor:** Terry Kattleman

**Print Cycle:** Weekly

feature films from "The Matrix" and "Braveheart" to "Mission Impossible III" and "Beowulf". For a complete list of movie titles and Girvin's current portfolio please see <http://www.girvin.com>.

Best Regards,

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## Featured Expert

### Tim Girvin | Designer Extraordinaire

Tim Girvin, founder of GIRVIN Inc., is recognized internationally as a designer, writer, illustrator and calligrapher. He has spoken all over the world on issues affecting business communications, branding, corporate identity, and the incorporation of emotional and complete sensory content into all aspects of marketing.



Girvin's personal focus is on storytelling, identity, retail and built brand environments, entertainment design and integrated experience development. Current and past clients include Apple, Ameristar, Boyd Resorts, Bloomingdale's, Johnson & Johnson, Kerzner, Leviev, L'Oreal, Paramount Studios, Procter & Gamble, LG / Seoul, Microsoft, Millennium Retailing / Tokyo, Nordstrom, Warner Brothers, and Wynn / Mirage.

He is a member of the American Institute of Graphic Arts, Japanese Graphic Design Association, Type Directors Club | Tokyo, Design Management Institute, Luxury Marketing Council, Society for Environmental Graphic Designers and the Industrial Designers Society of America.

Girvin's education includes a degree from The Evergreen State College in Olympia, Washington, with additional studies at New College, Sarasota, Fla., the Cooper Union College of Arts and Sciences in New York City and the Imperial College in London. His original academic



An image from a "Simpsonized" Kwik-E-Mart in Burbank, CA from Flickr user "rdr07." View the

entire Kwik-E-Mart photologue: "Kwik-E-Mart."



Artist: Dave Kinsey; Campaign: Toyota Tacoma

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focus was on marine biology and comparative physiology. Girvin's lab notebooks were so elaborately designed, though, that a professor recommended he change his course of study. This led to research in type design, fine printing, calligraphy, the history of architecture, and book design - and how these were culturally influenced through the millennia.

## Featured Media Outlet

### *Spotlight on Print & Design*

**Publication Type:** Digital Newsletter

by Elizabeth Suman

*Print & Design* is a short, creative online newsletter delivering, in the words of the publication, "the hottest print advertising, graphic design and industry news." Under the radar, highly visual, conceptually indirect, and strictly online, *P&D* is an excellent example of what is both good and bad about the fragmented, innovative, and ultimately still-developing nature of the New Media landscape and individual publications within it.

From the latest Sprint campaign to *The Simpsons* "Qwik-E" takeover of select 7-11 stores across the country, *P&D*'s coverage can essentially be described as profiles of new and noteworthy advertising campaigns.

Through interesting imagery and intelligent commentary, *P&D* illuminates and successfully breaks down previously unexplored elements of creative industries in understandable terms. A typical *P&D* profile consists of commentary on a specific advertising campaign from *P&D* as well as creative insiders. Each entry is supplemented with a Credit List and an image from the campaign. A recent profile of a 2007 Toyota Tacoma print campaign includes conceptual goals from the Art Director and Copywriter from Saatchi/LA and commentary on elements involved in the campaign's execution from an undisclosed *P&D* source: Art form used (painted murals), artist employed (Dave Kinsey), and the context of the campaign in a larger cultural, media landscape (the ad's propagation on YouTube).

While many of the reviewed campaigns are high profile (read: Toyota and Virgin Mobile), *P&D* seems unafraid to feature client/company/designer teams that would be considered under the radar to anyone outside of design or advertising industries. Whether the focus is Tide or the Epilepsy Foundation of Minnesota seems ultimately

beside the point. *P&D* tends to feature campaigns and designers, which, whether well known or not, deliver textual and/or visual messaging, branding, and/or promotion in interesting and thoughtful ways. The fact that a reader can both recognize the Jeep Ad she saw in the subway on the way home from work as well as learn about the new "Magnetic Wonderbra" from Playtex South Africa creates an admirable balance between accessibility and exploration. The focus on quality allows readers suspicious of advertising to legitimately perceive it in a new way-as art.

In the case of *P&D*, the touting of new territory is accompanied by a lack of structure and clarity both in form and content. *P&D* raises constructive questions about traditional media but it also begs an important question in and of itself: What is *P&D* really about? Campaigns might all be file-able under the category of advertising, but topics for a given issue or profile run from "promotion" to "posters" to "outdoor [advertising]" to "design" to "books." Voices within each profile can be inconsistent; from an unidentified *P&D* writer to the Executive Director of a creative agency, it can literally be difficult to tell who is "talking."

Like any new genre or publication, *P&D* inspires us to see things differently and to ask questions about why we do so.

**-Elizabeth Suman**

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