

JACK MYERS MEDIA BUSINESS REPORT 2011 DODGE

Jack Myers is recognized globally for his four decades of leadership in marketing, As an educator, analyst, author, and business builder, he has quietly influenced . by The Myers Report for MediaVillage, the youngest generation of media.

The Big Three domestic auto marketers are all now advertising. At the same time, advertisers and agencies are reassessing marketing plans as they continue to change, postpone or cancel campaigns. Some marketers plan to continue ad spending at this time, only not for the products and services they would normally peddle. Myers said, the effect on ad spending "could be radical. Sullivan gave was the possibility of cutbacks in ad spending by travel, tourism and entertainment marketers. As we join you in strength. As an educator, analyst, author, and business builder, he has quietly influenced the decisions of hundreds of global, national and regional companies and organizations, plus thousands of individuals. Recently, Jack introduced Ten Principles for Growth to advance corporate activism on common industry-wide goals and priorities. Jack and his wife, Ronda Carnegie, founded the Jacaronda Foundation, which provides college loan relief for young professionals. The Lee Company, a division of the VF Corporation, will replace the commercials that typically appear for its Lee Dungarees with a spot featuring the brand's spokescharacter, Buddy Lee, promoting the American Red Cross. About billboards and signs for beer brands like Budweiser and Bud Light -- including one on the scoreboard at Shea Stadium -- will be supplanted by posters of American flags without company or brand identification. Advancing Diversity Honors â€” Click Here Jack Myers Jack Myers is recognized globally for his four decades of leadership in marketing, media and entertainment. There has been anxiety over the plans of the major automotive marketers, because the auto category typically accounts for more ad spending than any other. Speaking of anxiety, GlaxoSmithKline has postponed the introduction of a television campaign for Paxil, its antidepressant prescription drug. Today, more than companies, organizations and industry leaders are members of the MyersBizNet Knowledge Exchange, which connects professionals across the marketing ecosystem in a shared marketplace of exclusive intelligence, best practices, future-focused insights, thought leadership and opinion, case studies, white papers and success profiles. Anheuser-Busch has also started running a television commercial that salutes the Red Cross and rescue workers. Kevin Sullivan, an analyst at Lehman Brothers in New York, gave two reasons for estimating that ad spending this year could decline by 3. In almost every instance, they are predicting no growth, or steeper cutbacks, for and Those spots, which are to include brief clips of scenes from the series, "will be changed to use more of the celebratory footage from 'Band of Brothers,' " he added, "rather than some of the more violent scenes" as had been originally planned. The Ford Motor Company is beginning a similar promotion, "Ford Drives America," to offer interest-free loans on Ford division cars and trucks through Oct. Myers said, referring to President Bush's address to Congress Thursday night, "it looks like things are going to get worse before they get better. His previous forecast was for a decline of 4 percent. The General Motors Corporation is advertising individual models like the new Buick Rendezvous all-wheel vehicle -- carrying the perhaps now counterintuitive theme, "It's all good" -- as well as a promotion, "Keep America Rolling," offering interest-free loans on cars and trucks through Oct. Jack Myers, chief economist for Myers Reports in New York, which publishes media and research newsletters, was more pessimistic.