

Contact



RETAIL

COFFEE COMFORT

TAKE A SECOND TO FREE ASSOCIATE THE PHRASE “coffee shop.” You summon up thoughts of long lines, Wi-Fi access, a smorgasbord of fattening goodies, and the comforting aroma of java. But without Starbucks, the idea of coffee as a branded experience may never have become as pervasive as it is today.

The mega-chain is now setting itself apart in another way, as a seller of music CDs. Running counter to the music download trend, the world’s biggest coffee chain offers recordings from artists including Alanis Morissette, Ray Charles, Bob Dylan, and Etta James. The CDs are displayed at the cash counter and promoted as impulse purchases.

It’s kind of ironic, given that CDs sales have plummeted 22 percent since 1999, a decline unparalleled in the history of the music business, according to the Recording Industry Association of America.

But at Starbucks, the link between coffee and music has always been as strong as the pungent liquid it pours. While background music is barely audible upon entering the stores, that’s all the better to read by, sit for a while, and order another venti low-fat soy latte. Music sales are just another part of the Starbucks experience. **M** Vanessa Voltolina



ITV

PRESS RED

IN THE UNITED KINGDOM, THE PHRASE “PRESS RED” IS COMMON in everyday conversation, but is unknown here in the United States. The phrase refers to the red button on digital operator SkyTV’s remote controls; it also serves as the entry point for interactive ads. While the U.K. is well ahead of the U.S. in iTV use, a number of U.K.-centric iTV players have begun to make inroads here.

Take London-based emuse, which boasts an interactive TV authoring software that lets advertisers create customized iTV ads instead of using templates. Emuse has powered more than a dozen interactive programs and ads in the U.K. since it entered the marketplace last year and is also likely to be working with satellite provider Echostar to develop interactive ads.

Emuse is also powering an interactive ad for a consumer package goods company, said Tim McHugh, sales manager for the Americas. Honda Diesel used emuse to create a funky ad last fall featuring diesel engines floating across a psychedelic landscape of rabbits, penguins, and butterflies — which helped attract viewers for an average of eight minutes to the Honda interactive section. **M** DW

SNAPSHOT

Doug Jaeger of thehappycorp shares a heart-to-heart with **Joseph Jaffe**, president and founder of jaffe, LLC at the New York stop of Jaffe’s Battle for the Heart Creative Roadshow 2005.

