



South Dakota  
Advertising Federation

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[www.sdaf.org](http://www.sdaf.org)

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# MAD MEN

Since 1951



paulsenmarketing

[www.paulsenmarketing.com](http://www.paulsenmarketing.com)



Company founder Maurice Paulsen with his team, circa 1951.

#### Get in touch

Executive Director – Ruth Ann Scott, 605.274.3548, or email at [ruthann@sda.org](mailto:ruthann@sda.org). Follow at [www.sda.org](http://www.sda.org) or on Twitter @SDAdFed. Get connected on LinkedIn and watch for industry job postings. Be sure to send us any job openings your business may have.

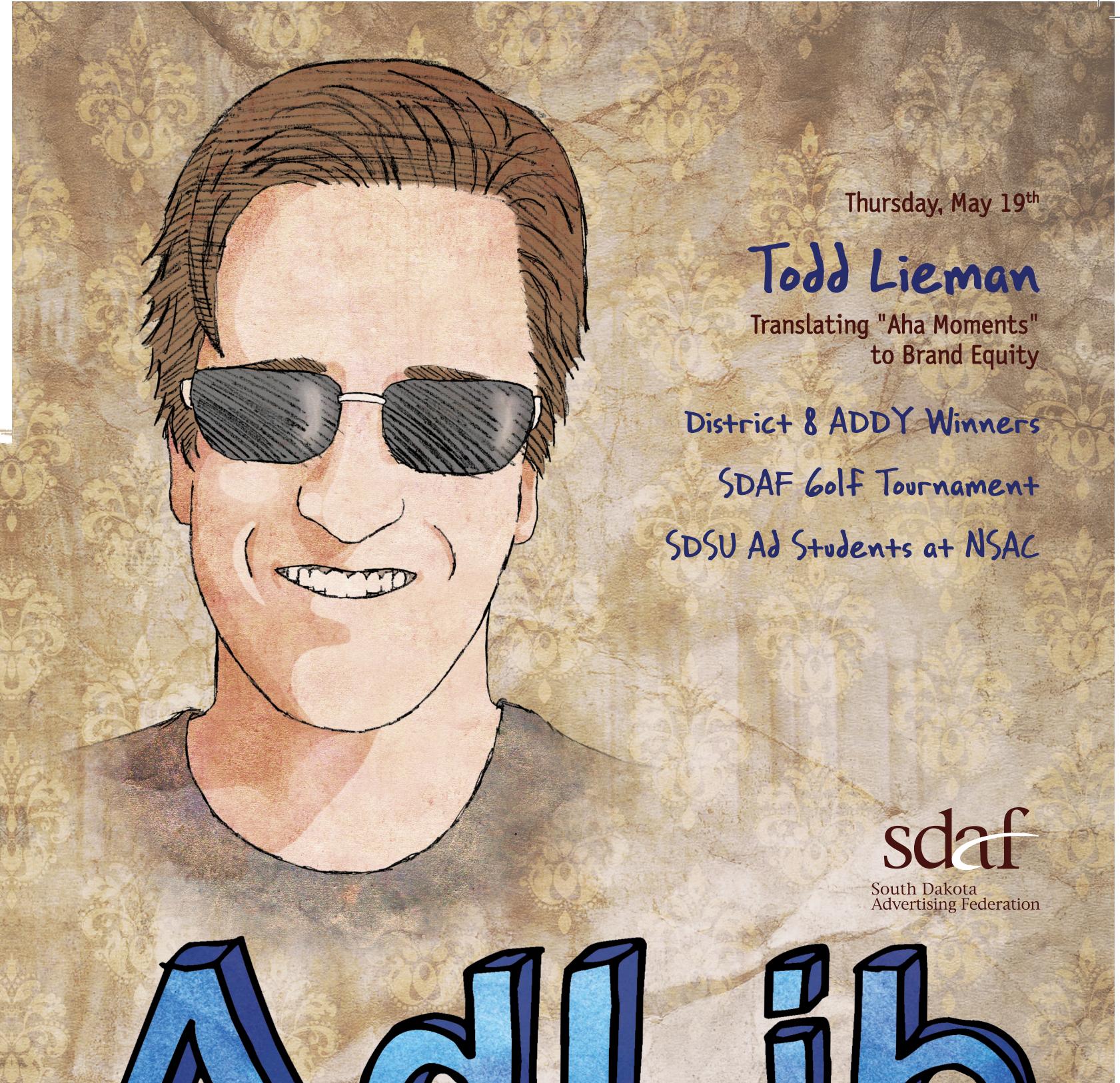


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Thursday, May 19<sup>th</sup>

## Todd Lieberman

Translating "Aha Moments"  
to Brand Equity

District 8 ADDY Winners

SDAF Golf Tournament

SDSU Ad Students at NSAC

**sda**

South Dakota  
Advertising Federation

May 2011

[sda.org](http://sda.org)



## In Charge With Derek

The 2010-2011 SDAF season is winding to a close and it is time for us to thank all of our program sponsors, volunteers and of course, our members. With your help, we were able overcome a lot of adversity this year - most importantly, the National ADDYs fee increase.

I would personally like to thank Ruth Ann and all of the SDAF Board Members for their hard work. We truly do have a great group of people representing our industry on this board. SDAF and Ruth Ann have been able to create a finely tuned machine that has been successful and will continue to succeed well into the future.

We will be conducting our annual business meeting at this month's program, where we will be introducing the new 2011-2012 SDAF Board. Thank you to the returning Board Members for your continued time and the talent you bring to SDAF. I'm also excited to welcome the fresh crop of new Members. And to the rest of the membership, thank you so much for a great year and I hope you have a great summer.

Stay classy South Dakota,

**DEREK**

Derek Soukup  
President

## New Member

Tom Fallon: Mathison's

## Upcoming Events

### Translating the "Aha Moments" to Brand Equity

Todd Lieman is a founder and co-president of Skadaddle Media. With more than 20 years in marketing, communications and content development, Todd has built a career of marrying messages to target audiences in a wide variety of mediums.

Founded in 2008, Skadaddle Media is the studio behind Mutual of Omaha's highly-successful national "aha moment" campaign, along with engaging programs for such clients as MBT Footwear, Nominum and non-profit Wherever The Need, among others. In his role as co-president, Todd is primarily responsible for the company's creative and marketing initiatives.

Todd also founded SeeNoEvil Productions, a sports and entertainment marketing company, and he also served as the Managing Editor and Executive Producer, Interactive Programming for TiVo.

**Thursday, May 19<sup>th</sup>** • CJ Callaway's • 11:30 am — 1:00 pm  
SDAF Annual Meeting 11:45 am

SDAF Members Free, Non-members \$50,  
Additional Corporate Attendee \$30,  
Additional Executive Attendees \$20,  
Students \$20. Call 274-3548 to register.

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**Thursday, May 26<sup>th</sup>** • Member Mixer • Tré Lounge • 4:30 pm

## SDSU Ad Students Win Big

In Minneapolis, MN, on April, 17, 2011, District Eight of the American Advertising Federation along with JCPenney promoted student creativity and talent through the National Student Advertising Competition (NSAC).

The NSAC is a unique real-world experience that prepares students for successful careers and provides sponsoring companies with tangible, effective integrated marketing campaigns.

This year, JCPenney challenged students from across the country to present a topnotch, comprehensive advertising campaign. JCPenney provided a case study outlining its history, and student teams then researched the product and devised a completely integrated communications campaign. Schools competing for the District Eight prize included MSU Moorhead, NDSU, SDSU, St. Cloud State University, St. Cloud Technical & Community College, the University of St. Thomas and the University of Minnesota – Twin Cities.

SDSU Advertising Students claimed the prize of 2nd place. They also received the "Best Creative Execution" award as well as the award for "Best PR Strategy and Execution". The award for "Best Female Presenter" went to Erin Kennedy. Brandon DeBoer also garnered an Honorable Mention in the "Best Male Announcer" category.

## District 8 ADDY Winners

### Gold Winner

Blend Interactive • Web 2.0 Summit • "Web 2.0 Summit Map"

### Silver Winners

Harlequin Studio • The Collective Efforts Union • "Collective Efforts Union Prints"  
Hot Pink, Ink • Wild Idea Buffalo Company • "What a Wild Idea/1"  
Insight Marketing Design • Sioux Empire Community Theatre • "Sound of Music Television"  
Kent Tornow • SDSU • "B honey Stationery"  
Lawrence & Schiller • South Dakota Office of Highway • "SD Office of Highway Safety Tattoo"  
Lawrence & Schiller • South Dakota Office of Highway • "SD Office of Highway Safety Marked"  
Lawrence & Schiller • Lawrence & Schiller • "Lawrence & Schiller Friday Evening"  
Marc T. Wagner • SDSU • "Fluorescent Poster"  
Astronaut • Raven Industries • "Raven Slingshot/Photography"

Thanks for your service to SDAF!

SDAF says "Thank you" to outgoing Board Members Cathy Krueger, Julie Hoyer and Paul Van Veldhuizen.

## It's a Whole New Ball Game

By Greg Guse  
President at Paulsen Marketing



Guess who's talking to your prospective customers.

That's right. Your current customers.

How influential are they?

We just completed and published a three-month study that examines how social media communities, peer reviews and brand-vocates are changing the way consumers research and make purchasing decisions. We discovered there is a continuous feedback loop between current customers and prospective customers, which has forever changed the traditional sales process.

I trust you agree these changes have dramatically impacted marketers, and those of us who provide counsel, to most effectively reach a target audience with our advertising.

This study included 13 in-depth personal interviews and 341 completed online surveys of rural lifestyle, consumers living in C and D counties throughout the U.S. who live in the country, but ...Continued at [www.SDAF.org](http://www.SDAF.org)



## SDAF Golf Tournament

This truly is one of the great events of the year! Plan to attend this year's South Dakota AdFed Annual Golf Tournament and we promise, you won't be disappointed!

When: Friday, June 24,  
with a Shotgun Start at Noon  
Where: Bakker Crossing Golf Course  
Why: Because you're awesome

### Become a Sponsor

Hole Sponsor: \$250  
Hole Sponsor and Team: \$500  
Team of Four: \$300

**Sponsor Benefits:** Each sponsor of the 2011 SDAF Golf Tournament will receive a sign (provided by SDAF) with their logo at the hole that is sponsored. The sponsor logo will also be placed on the invitation, SDAF website and the registration packet.

Sponsors will be able to place an item of their choosing in the registration packet that is given to each participant. Examples in the past have been business cards, water bottles, sunscreen, flyers, notepads, hand sanitizer, etc...

Sponsors also have the option to "man-the-hole." They will be able to sit at your designated hole and hold contests, hand out your literature or food item, or just heckle the golfers in general. You may set-up whatever items you wish at your hole.

### WHY be a sponsor?

The money raised by the Golf Tournament will be used for programming and educational opportunities for the members of the South Dakota Advertising Federation.

For more information, contact Ruth Ann Scott • (605) 274-3548 • [ruthann@sdaf.org](mailto:ruthann@sdaf.org)