

# BUSINESS

SUNDAY, SEPTEMBER 16, 2012 • SECTION C

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Special

Vanderbilt University head football coach James Franklin is featured in a marketing campaign developed by Birmingham's Luckie & Co.

## Vandy raises profile with Luckie ad push

Campaign theme focuses on head coach

By Martin Swant

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**V**anderbilt University is anchoring down on advertising this season with a new and ambitious campaign from Birmingham's Luckie & Co.

The campaign, the first time the SEC school has hired an ad agency for its sports marketing, is meant to harness the excitement behind its coach of one year —

James Franklin.

The theme of the campaign is "This is a Game Changer." The school — known for scoring more on grades than the gridiron — hopes to establish the image of excelling in both without compromising the idea of a student-athlete. Although the campaign — which features a mix of TV, print, digital and social media efforts — focuses on sports, the goal is for the institution as a

whole to be branded, according to Luckie managing director Brad White.

"Ideally what you want to do in any sport is have a great base of fans that are consistently going there because they are fans of the program and then any variation of that gets to be gravy," said Jay Waters, chief strategy officer at Luckie.

See VANDERBILT, Page 6C

### Tenacity Reigns As Commodores Take The Field



122 GOLD [www.commodores.com](http://www.commodores.com)

Special

Vanderbilt running back Zac Stacy appears with his coach in television spots.

## Alabama Media Group names sales and marketing leaders

From staff reports

**A**labama Media Group today announced key members of its sales and marketing leadership team overseeing digital and print advertising and strategy for al.com, The Birmingham News, The Huntsville Times, Mobile Press-Register and The Mississippi Press.

"We're building a team of highly talented professionals to grow our content and serve our advertising clients in new ways," said Cindy Martin, president of Alabama Media Group. "Our sales and marketing teams will be fully trained on the latest products and techniques in order to provide the highest level of service to our clients."

See AMG, Page 9C



### FIND OUT MORE ONLINE

► More information about the AMG sales team is available at [al.com](http://al.com), the online home of The Birmingham News: [al.com/learn](http://al.com/learn)

### LOCAL BANKING

## Safety ratings improving for Birmingham area banks

By Roy L. Williams  
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Metro Birmingham's banking sector continues to rebound from the financial crisis of 2008, with nine banks with area operations receiving perfect five-star safety ratings in a new analysis by Florida-based Bauer Financial.

Among them was Central State Bank of Calera, a family-owned bank with \$168 million in assets and four branches in Shelby County.

Three years ago, during the height of the banking crisis, it was the only bank with area branches to receive five-star ratings from Bauer and another Florida rating agency, Bankrate.com.

The other eight banks receiving five stars in the second quarter from Bauer were Oakworth Capital Bank, ServisFirst and National Bank of Commerce, all based in Birmingham; Louisiana-based Iberia Bank and BB&T of North Caro-

linia; as well as three banks in Jasper: Pinnacle, Bank of Walker County and Security Federal Savings Bank.

Bauer has rated Central State, founded in 1916, as a five-star bank each year since 1979. Bankrate.com, which dropped Central State to four stars last year, returned it to five-star status in the first quarter, and the firm has yet to release second-quarter ratings.

See BANKS, Page 10C

## CAREER OPPORTUNITIES

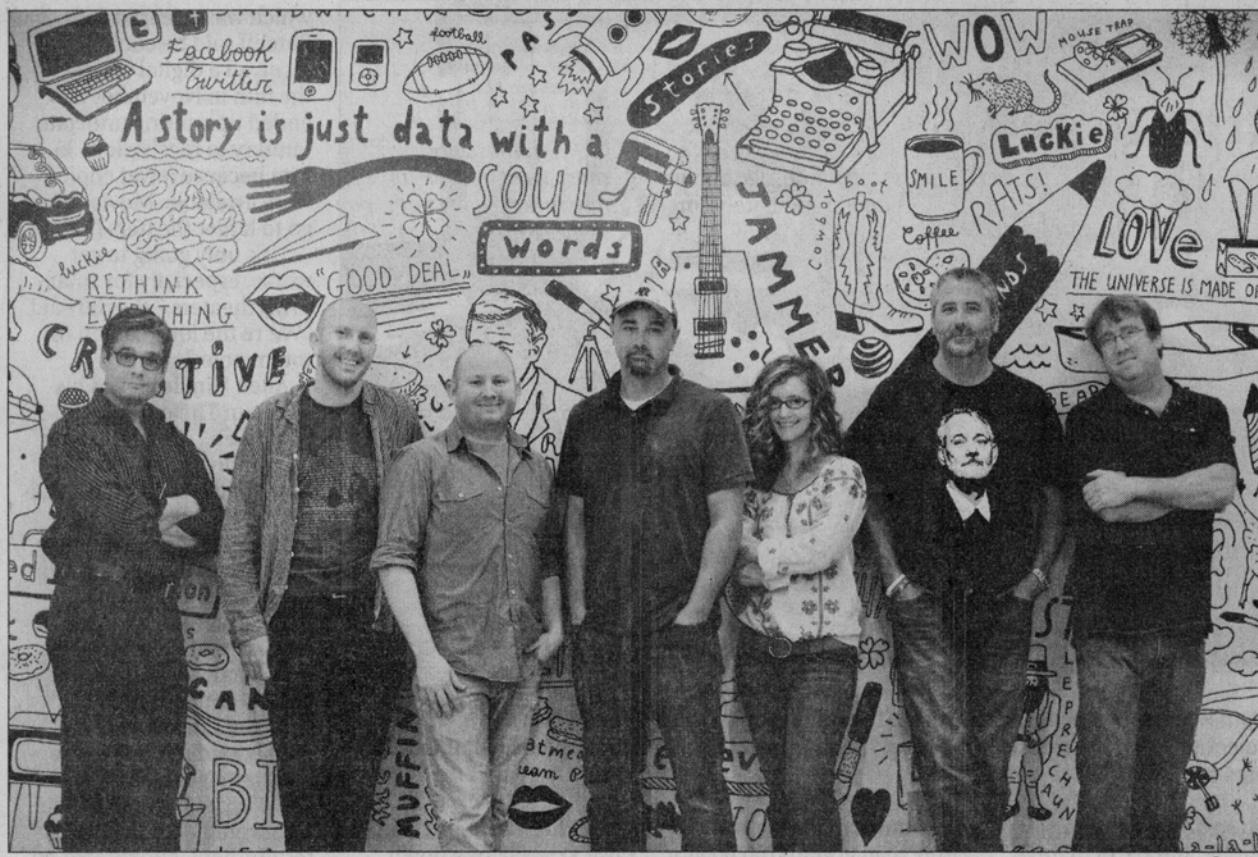
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The Luckie &amp; Co. team that developed the Vanderbilt campaign.

## VANDERBILT:

From Page 1C

The agency did research to learn what sports fans value that nonsports fans don't. Waters said attendees had an above average value of tradition, tenacity and optimism. The creative team also read hundreds of comments about Vanderbilt to learn what characterized the university.

"I think there is a lot of excitement at Vanderbilt about what they've got going there, but I think it has always been known as a place where the whole idea of being a student-athlete is important," he said. "The new excitement is about someone the whole university has embraced."

That someone of course is Franklin, who became head football coach last season. Last year was the first year

the team played in a bowl game in quite some time. He and running back Zac Stacy are the focus of the television spots. The campaign isn't just new territory for Vanderbilt, but also for Luckie. Although it's worked on campaigns for universities such as Alabama, Auburn and the UAB Comprehensive Cancer Center, it's the first time creating one for a school's athletic program.

Beth Fortune, vice chancellor for public affairs at Vanderbilt, said the school was impressed with Luckie's work from the time it watched pitches in March. She said the university's increased athletic success made it the right time to highlight the programs in a "more aggressive and visible way."

"They represented a very compelling and inspiring campaign that mixes edginess and classiness," she said. "We believe that is uniquely Vanderbilt. I don't think you will see television commercials like this one."

Fortune said the phrase "game changers" speaks of moments not just on the field but also of those in the classrooms and research labs. Although she wouldn't give specifics on how the school plans to measure the effectiveness of the campaign, Fortune said some goals include increased ticket sales and heightened awareness. The cost of the campaign and terms of the contract also weren't disclosed.

As features of the campaign, the school's Facebook page had a hidden image in the banner photo of the team that the agency would slowly reveal as Van-

derbilt got more "likes." Luckie created a rich media ad allowing the viewer to see and share "game changing moments" after each game, Brad White said. The agency also created a social media countdown to game day and is making a digital flip book with highlights from a game.

Darin White, a sports marketing professor at Samford University's Brock School of Business, said universities use their athletic reputation for much more than bowl games and ticket sales, along with donations from in and out of state.

"For many universities, athletics are the front porch that introduces people to the university," White said. "Fans get their initial perception of the school from it. It's a valuable marketing tool for them when leveraged correctly."

## PROFESSIONAL / TRADES

### PROFESSIONAL

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Please visit our website at [www.alkidney.org](http://www.alkidney.org) for organizational info.

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### SALES/MARKETING

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**SALES REPRESENTATIVE**  
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## SEC guidance on cyber-disclosure becomes rule

Bloomberg News

NEW YORK — Securities and Exchange Commission guidelines on when companies should disclose cyber-attacks have become de facto rules for at least six companies, including Google and Amazon.com, agency letters show.

The six companies were asked to break silence and tell investors in future filings that intruders had breached their computer systems, according to the SEC letters.

Companies such as Amazon argued that the attacks weren't important enough to reveal. Hacking admissions can hurt reputations, give competitors useful information and trigger investor litigation.

Before the requests, Seattle-based Amazon, the largest Internet retailer, hadn't said in its reports that cyber-thieves had raided its Zappos.com unit, stealing addresses and some credit card digits from 24 million customers in January. In April, Amazon was asked by the SEC to disclose the cyber-raid in its next quarterly filing, which it did.

Google, the world's biggest search engine, agreed in May to put its previously disclosed cyber-assault in an earnings report. American International Group, Hartford Financial Services, Eastman Chemical and Quest Diagnostics were also prodded to improve disclosures of cyber-risks, according to SEC letters available on the regulator's website.

Congress, reviewing a bill designed to boost defenses against computer at-

tacks, has been debating ways to encourage companies to disclose such hacking, including a voluntary system for reporting.

The SEC instituted a voluntary disclosure plan in an October advisory. This year, the SEC sent dozens of letters to some companies, asking about cyber-security disclosures and later pushing companies to disclose, spokesman John Nester said.

"It's not a rule, but the SEC, by taking a policy position, can effectively create a rule," said Peter Henning, a former SEC lawyer who teaches at Wayne State University in Detroit. "It lets companies know what it would like to happen."

Nester declined to say how many companies had been told to disclose in future filings. The SEC disclosure letters aren't all public yet.

Cyber-attacks on U.S. computer networks rose 17-fold from 2009 to 2011, according to data cited by Gen. Keith Alexander, head of the National Security Agency and U.S. Cyber Command, at a July conference.

Businesses spend \$10 billion a year globally to fight cyber-crime with firewalls, detection systems and software maintenance, while cyber-thieves steal hundreds of millions of dollars from online banking accounts, according to a study by university experts recruited by the British Ministry of Defense, "Measuring the Cost of Cybercrime," presented in June.