

# theSTAND<sup>®</sup>

## ○ ALRIGHT?

Well, let's see: Michael Jackson was posted deceased before the coroner declared it so. Twitter was asked if they would stop their routine maintenance so Iranians could keep Twittering about the election. Of course, there's big debate whether any of the social networks had anything to DO with anything. Nevertheless, they ARE being used as the communication du jour. And news is almost simultaneous with the action going on. Gone is the well-written article with three fact-checks and a deadline. We want FAST. Is it better? Dunno. Not sure that a weeks worth of Michael Jackson reenactments and dedications is what he (or most people) would want. But hey, at least they have your attention — for a moment. Gotta get back to Facebook...

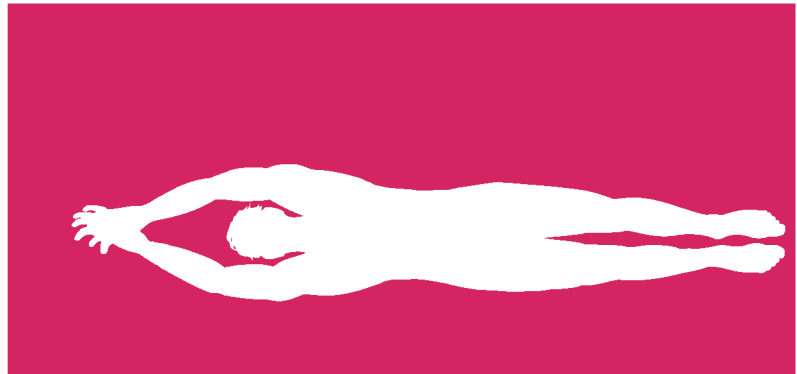
## ○ AND NOW?

Speaking of news and the here and now, Sprint started an unannounced realtime widget last November on its website. Using realtime feeds from sites such as YouTube, CNN and the New York Times, the site reports information on anything from the number of texts on Sprint phones, number of planes in the air and forests cut now to the most used

word of the moment (number.) According to **Adweek**, 700,000 people visited the first week with 38% of people going on to visit other areas of [sprint.com](http://sprint.com). Check it out: [now.sprint.com/nownetwork](http://now.sprint.com/nownetwork)



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## oo how far would you go for a cause?

Would you skinny-dip? That's exactly what a Fort Collins, Co. brewing company called, you guessed it, Skinny Dip, would like you to do. They're on a crusade to clean up our waterways. Why? Well, besides the obvious, 90% of beer is comprised of water. It's only natural that with a name like Skinny Dip, that'd be their form of protestation, right? Need more incentive? \$10,000 goes to the winning cause. Still too much exposure? Get some shades - for free (to our newsletter and Facebook fans!) at [odonnellco.com/shades](http://odonnellco.com/shades)

## o go ahead, slug it!

Who knows where they got the term, but you can find sluggers and slug lines every workday in DC. The concept is simple: sharing a car ride with others going your way to and from work. "Casual carpools" were created by like-minded commuters frustrated with their parking lot commute and perhaps a touch too far away from public transportation (or looking to avoid a few stops!) Passengers just show up at designated "slug line" areas, join a driver to reach the HOV-minimum, and go! Destination is determined and shouted out by the driver. No money is ever exchanged and the program is not government run or subsidized.

## oo getting "teched" out

It appears techies are slugging it out in a different way. Netbooks and smartphones are clamoring over who can get the best chip to deliver HD movies and gaming capabilities to the rest of us. Ion and Tegra installed chips plan to hit the streets early fall. Add to this the upgraded iPhone 3GS and you have all-out war for your money. Netbook or suped-up phone — which would you prefer?

## o changing places

Who's doing the shopping these days? You might be surprised at recent findings. The MALE population now comprises one-third of principal shoppers, especially when it comes to convenience/gas, warehouse clubs and grocery stores. In fact, their spending has gone up 56 percent over 5 years, according to **Adweek**. And, we're not just talking alcoholic beverages and grooming needs, men are shopping for the family. Something to think about when you're placing those TV and radio spots and stocking the aisles.



**Balloon Dog** by Jeff Koons

Photo by Ken Applebaum

### o **STANDING OUT**

Top three youtubes this issue  
(view at [odonnellco.com/videos](http://odonnellco.com/videos)):

DEADLINE POST-IT STOP MOTION  
SPRINKLER RAINBOW CONSPIRACY  
SPIDERS ON DRUGS

Got a favorite youtube? Share it with the crowd. Send in a link to [stand@odonnellco.com](mailto:stand@odonnellco.com).


### o **STAND-UP FOLKS**

We're a full-service marketing firm who'd like to help you stand out. If you have a marketing challenge that you'd like us to help you solve, please contact us.

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