



Hot Trends.
Powerful Technologies.
New Media Options.

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A bimonthly newsletter from **Wunderman New York.**

Featured Article: **Podcasting.** [Click here.](#)



Connecting You to the Latest in Relationship Marketing

From Steve Zammarchi, President and CEO, Wunderman New York
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Welcome to *What's Next* from Wunderman New York. It's a new bimonthly digital newsletter to help you keep up with the trends, technologies and media options reshaping today's marketplace — and tomorrow's.

Traditional advertising alone is no longer cutting it as an effective marketing vehicle. Any general agency can offer a client "ideas," but only a full-service relationship-marketing leader like Wunderman New York can offer both "ideas" and the all-important "tools" to create trackable results across all channels for clients.

Your partners at Wunderman are not only always seeking new ways to engage customers, but we can make these leading-edge technologies and marketing options work better for you than any other company. Have you heard about Podcasting, Pop-Up Retail or Web-based Surveys? Possibly. But due to the flood of information we all face daily, you may not have had time to fully grasp these exciting new developments. Or to consider how they could improve your business.

That's where our *What's Next* thinking comes in. I've asked Wunderman New York's experts in technology, data, creative, production and other key capabilities to offer you information-packed, yet digestible, descriptions of these emerging ideas, strategies and tactics — and to explain how they might impact your marketing goals. To see some examples of our creative thinking and interactive work, or to learn more about Wunderman, visit whatsnext.wunderman.com.

Think of *What's Next* as your one-stop resource, twice a month, from the front lines of relationship marketing. And please get in touch with your Account Lead, our Director of New Business Tea Romano (tea_romano@nyc.wunderman.com, 212-941-3640), or me if you have any questions about *What's Next*.

Regards,

Steve

Podcasting

Combine radio technology with RSS (Real Simple Syndication) and mobile media players, and what do you get?

A cool new way to connect with niche audiences.

Podcast, Meet Your Sponsor

By Chuck Fletcher, Director of Technology
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Podcasting (or Blogcasting) is a relatively new online channel created by combining two new technologies: RSS (Really Simple Syndication) and mobile media players (like the iPod) and that old-time favorite — radio.

Using these technologies together allows anyone to automatically download long-form audio content, such as dj sets, Spanish lessons, or an audio version of your favorite Blog.

The name itself, Podcasting, is a bit of a misnomer, as it doesn't require an iPod. You can enjoy Podcasts with any desktop computer and a set of speakers or headphones.

The word Podcasting was coined last year with the addition of a new version of RSS protocol, which allowed inclusion of audio and video files. Developers quickly realized they could automate the download process and push the content directly to people's portable players. Since then dozens of applications have been created to help people subscribe to Podcasts and already hundreds of sites are offering them. NASA has even jumped onboard the audio feed train and is offering a Podcast of NASA news. You can find out more about its Podcast at science.nasa.gov.

To try out Podcasting for yourself, head over to www.ipodder.org and download a Podcast client. Once you configure your client, you can connect it to your favorite MP3 management software (like iTunes) and start downloading content and listen to it locally or from your iPod or other MP3 player. You can find hundreds of Podcasts at ipodder.org as well as on other sites such as www.podcast.net, audio.weblogs.com and NPR. For marketers, Podcasting presents a unique opportunity to create for clients a new accessible content channel for a brand. Podcasting reaches a whole new set of "ears" for their existing content.

Podcasts can also be a new media opportunity to get your message communicated in a very human way to a very niche audience. Many Podcasters are interested in sponsorship opportunities. And new companies, such as Boku Communications and Maven Networks are working to monetize Podcasts for both marketers and content producers.

Wunderman New York is actively looking to engage new technologies for our clients. To find out more about Podcasts and other emerging technologies, please contact your Account Lead or Tea Romano, Director of New Business at tea_romano@nyc.wunderman.com or (212) 941-3640.

We hope you enjoy the *What's Next* newsletter.
If for any reason you'd prefer to unsubscribe, simply [click here](#).



what's Hot? Standard or First Class? New Mail Regulations

Learn how mailing rates may be affected by the new rules that took effect June 1, 2005. In the next *What's Next*.