

WorkPlaceMedia®

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MARKETERS BEAT RECESSION WITH WORKPLACE ADVERTISING

-- New White Paper Reveals Secret Weapon to Overcoming Today's Marketplace Challenges --



CLEVELAND, OH (February 5, 2009)— In the midst of one of the worst economies the nation has faced in more than half a century, with more than 10 million Americans facing unemployment, understandably, advertisers' first instinct might be to duck for cover. But a new white paper, *Innovative New Media That Thrives in a Recession*, reveals some of the country's top marketers, including ID Media, the largest direct and digital media services company in the country, are intuitively shifting their focus to the consumers who can

still spend.

Faced with shrinking budgets and the reality that a growing number of people can no longer afford the products they want, the issue becomes how to allocate what remains for maximum effect. Naturally, the fortunate folks who still have jobs have become more important to marketers than ever before.

"It comes down to fundamentals. Do I want to reach a 25 to 54-year-old target, or do I want a 25 to 54-year-old consumer who is employed?" explains leading marketer John Cayne, National Vice President, Director of Marketing at ID Media.

White Paper Highlights Include:

- Marketers mostly miss the wave of consumers that flood into trade areas every workday. Since, according to the Department of Transportation, 71 percent of working consumers commute over five miles one way to work, the missed opportunity represents a staggering number of new consumers who are not reached by a store's household-focused media. These are consumers who are just waiting to be invited to nearby stores and restaurants.
- The workplace is where consumers make many of their purchase decisions. According to the At-Work Consumer Media & Shopping Behavior study conducted in 2007 by consumer intelligence firm BIGresearch, the following items were purchased during the commute to and from their jobs or during a lunch break:

74 percent dined out

72 percent bought food or groceries

71 percent purchased beverages

56 percent purchased medicines, vitamins and supplements

53 percent bought beauty care or cosmetics products

61 percent bought apparel

- Good old-fashioned word of mouth makes the workplace a powerful motivator for purchases, with 57 percent of the American workforce reporting that word-of-mouth influenced their grocery purchases and 73 percent saying the same about dining out choices.

Perhaps in no other marketplace scenario is it more critical for an advertiser's message to stand out above the clamor than in an economic downturn, especially one as painful as this one. *Innovative New Media That Thrives in a Recession* reveals how incorporating a workplace component into any recession-era marketing plan will automatically land an advertiser heads and tails above the competition.

"If you're not using this tactic, you're making a mistake," says Cayne about WorkPlace Media, a national marketing solutions firm that specializes in reaching the American workforce through its permission-based network of over 920,000 businesses. "There are so many diverse ways to use this tool strategically to drive business and incentivize trial. It is a diverse, strategic and sound way to drive incremental business as you tap into a segment that is in your marketing area 250 days a year."

"When an industry leader like ID Media, an entity of Interpublic Group that specializes in direct response and ROI, recognizes the value of workplace advertising, you know it works," said Stephanie Molnar, CEO of WorkPlace Media.

To download the free complete white paper, please visit www.workplacemedia.com and click on the "Complimentary Research" tab.

To interview John Cayne, National Vice President, Director of Marketing of ID Media or Stephanie Molnar, CEO of WorkPlace Media, please contact Meredith Turner at 212.255.8455 or meredith@rosengrouppr.com.

ABOUT ID MEDIA:

ID Media helps leading advertisers profit in today's fast-changing media marketplace. The company, which is the largest direct and digital media services company in the country, delivers the best possible return on media investments because of its superior rates, research resources, and reporting systems. ID Media serves clients including American Express, Brink's Home Security, CA, HBO, Johnson & Johnson, Kaiser Permanente, Nautilus, Nikon, SC Johnson, Sandals & Beaches Resorts and Verizon from locations in New York, Chicago, and Los Angeles. ID Media is part of The Interpublic Group of Companies (NYSE symbol: IPG) and was recognized in 2008 by *Crain's New York Business* as one of the Best Places to Work in New York City.

ABOUT WORKPLACE MEDIA:

WorkPlace Media is an award-winning media company that delivers superior ROI for the world's most prestigious brands by helping them reach consumers at work. As the leading expert on the American workplace, WorkPlace Media works with its proprietary permission-based network of over 920,000 U.S. companies to deliver advertiser offers and samples directly into the hands of over 64 million working Americans. Additionally, the company conducts ongoing research into the attitudes and purchase behavior of this valuable, largely untapped consumer channel through regular polls and surveys. (www.workplacemedia.com)

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