



Your Womnibus Weekly for May 23, 2007

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## Canned Food Alliance Helps Moms Talk Up Nutrition

Along with "Clean your room" and "Stand up straight," "Eat your vegetables" tops the list of things that mothers most like to tell their children. Now, as part of a new healthy-eating campaign from the Canned Food Alliance (CFA), moms are telling each other to finish their veggies, too.

The CFA is counting on the oldest kind of word of mouth -- conversation -- to promote the nutritional benefits of canned food. To facilitate that conversation, the CFA is helping "alpha moms" in Chicago host in-home "CANdelight Dinner Parties," at which women gather to cook nutritional meals together using canned ingredients.

The organization provides the influential moms with recipes, tools, ingredients and a \$50 gift certificate for other party expenses. The result: By rewarding influential consumers with free stuff, the CFA has initiated word of mouth that puts more green on families' plates, as well as in its member companies' pockets.

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## USA Today Owes New Registrations to Social Media

When USA Today redesigned its website in March, it expected improved metrics. The metrics it got, however, were nothing short of stellar: New registrations at the re-launched [USAToday.com](http://USAToday.com) are up 380% over pre-launch numbers, the Gannett-owned paper reported last month.

The new USAToday.com -- part of the paper's "Network Journalism" initiative -- is all about community-building and features video, blogs, and reader forums, as well as dynamic content rating, sharing, and recommendation tools. Thanks in large part to those tools, the paper says, the site has experienced dramatic performance gains; its unique visitor rates have increased 21% since February and more than 40,000 user comments have been published alongside news stories on the site since March. The numbers are proof that information is more powerful when consumers can interact with it, create it, and share it with their peers.

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## Toyota Abandons TV, Print to Give Scion 'Street Cred'

Traditional car advertisements are a dime a dozen, and that's exactly why Toyota is launching its redesigned Scion xB without them. Instead, the car manufacturer is marketing its box-shaped ride exclusively with nontraditional media buys in order to attract the attention -- and the endorsements -- of the trendy youth market.

Toyota wants to connect with young men, in particular. Instead of TV and print

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ads, therefore, it's spending its ad budget on an edgy website ([www.Want2BSquare.com](http://www.Want2BSquare.com)) that it's promoting via ambiguous movie trailers, billboards, and games -- none of which explicitly tout the Scion. Most people won't get the ads, Toyota says, but urban males ages 18 to 35 will -- and the company is counting on them to give the car "street cred," attracting buyers of all ages and both genders via word of mouth.

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## [Stoli Builds Brand, Buzz with Traveling Hotel](#)

Stolichnaya Vodka is rediscovering and reasserting its brand in order to build buzz and stimulate vodka sales in the United States. What's more, it's spending its entire internet advertising budget -- several million dollars -- to do it. Stoli isn't spending that money on banner ads, though; instead, it's spending it on an extravagant traveling hotel and spa.

The Stoli Hotel opened this month in Hollywood and will travel with exclusive events this summer to cities such as New York, San Francisco, Chicago, and Miami. A temporary 10,000-square-foot outpost that can accommodate up to 1,500 guests, the hotel features flavor-themed guest rooms, a working spa, and a cutting-edge bar.

The idea behind the buzz-worthy hotel, a tour of which is available at [www.stolihotel.com](http://www.stolihotel.com), is to reconstruct the Stoli brand -- which has suffered from inconsistency in recent years -- and to connect with customers who will tell the brand's story.

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