

ADVERTISING

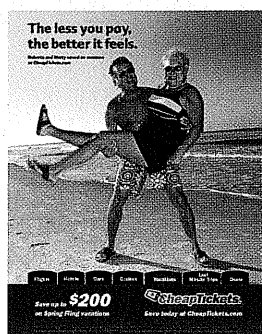
Orbitz Offering a Wink At Game Show Segment

Spend for online travel firm will remain on par with 2005. BY MIKE BEIRNE

IF TRAVEL IS A GAME, then consumers can win by playing Orbitz.

That is the message the online travel agency will deliver in TV spots, via Young & Rubicam, Chicago, breaking this week.

An initial Orbitz TV spot features two women clipping their respective shrubby fences and lamenting that they've been trying to find a travel deal to Cancun. Then Wink Martindale launches into his game show persona as he introduces "Take on Orbitz" which pops up on garage door panels as the hedges morph into contestant booths. The contestants' challenge is to save \$300 and be the first to book a hotel and flight package to Mexico. The woman booking with Orbitz beats her neighbor, who phones a travel agent.



Cheap thrills: Ads for CheapTickets go offline.

Other spots also will flag discounts from Sandals and Beaches resorts.

The creative shows off the playfulness of the brand which last September rolled its pop-under advergaming into a tournament on Orbitzgames.com where consumers played travel-themed games to win trips and discounts. Budget will be on par with last year's spend, which tallied \$48 million for the first 10 months of 2005, per Nielsen Monitor-Plus.

"Rather than come in and tear everything apart, my view was let's take a look at what's starting to work and evolve it forward," said CMO Randy Wagner.

Meanwhile, Orbitz will also buck its online bias with a print campaign, via Grey Direct, New York, this month for sister brand CheapTickets.com, which celebrates the joy of finding travel deals.

TIE-INS

Famous Footwear, Dr. Scholl's Join March

FAMOUS FOOTWEAR AND Dr. Scholl's, one of the shoe chain's best-selling brands, have partnered with the March of Dimes WalkAmerica in a program that includes new signature walking shoes designed specifically for the event and marketing support. Dr. Scholl's is the official walking shoe sponsor of the event, which encompasses more than 1,100 walks around the country from the end of April through early May.

The men's shoe will be sold at all 930 Famous Footwear stores and the women's at 850 stores beginning in Feb-

"Dr. Scholl's customers are interested in a healthy lifestyle."

ruary. The shoes, which sell for \$49.99, feature built-in Dr. Scholl's Massaging Gel insoles. For every shoe sold, the company will donate \$1 to the March of Dimes, up to \$40,000.

Marketing support includes national newspaper ads, created in-house, the week of April 2, Internet and in-store POP. The shoes will be featured in a Famous Footwear's spring customer



Dime store novel: Famous Footwear is walking the Dime walk.

rewards program mailer. The March of Dimes also will promote the shoes in national newsletters.

The shoes will be sold on-site in Houston, Miami, Cleveland and Phoenix; 23 other sites will offer displays and coupons to be redeemed in-store.

"Dr. Scholl's was a logical choice for us to bring to the March of Dimes," said Jennifer Stelse, cause marketing specialist for Famous Footwear. "Its customers are interested in a healthy lifestyle. They go to our stores to buy those types of shoes and go to the walks to get healthier."

Famous Footwear is a division of Brown Shoe, St. Louis, Mo., which licenses the Dr. Scholl's footwear brand from Schering-Plough. This is the fourth year Famous Footwear has served as a national sponsor for the walks, but the first time it has partnered with one of its brands in the effort.

—Sandra O'Loughlin

MANAGEMENT

KBP in Marketing Space

Ad agency seeks to provide impartial advice to advertisers. BY TODD WASSERMAN

AD AGENCY KIRSCHENBAUM, Bond + Partners will address a growing demand for outsourced brand management with WhiteSpace, a 10-person unit launching this week.

WhiteSpace, to be run by KBP partners Domenico Vitale, Aaron Reitkopf and partner Joe Doucet, is described as a "marketing strategy lab dedicated to inventive strategic solutions."

In practice, that means the company will advise clients on positioning, design and strategy. The name WhiteSpace refers to the clean slate that a brand represents.

"This is really about what is the [client's] business problem or 'We're thinking about creating a new

brand,'" said Doucet.

Doucet declined to name any WhiteSpace clients. Some, but not all will be from KBP's roster, which includes BMW, Kao Brands, Verizon Superpages and Cibavision, among others. The new unit will cull staff as needed from KBP's 200 or so employees.

A key component, said Vitale, is that WhiteSpace will give impartial advice. "When we go in this way, we won't have a conflict of interest," he said. "It creates a neutrality. It may not make sense for [a client] to do more advertising."

Founded in 1987 as an ad agency, KBP, New York, now offers a network of services including pr and promotion via Lime and interactive and direct marketing from dotglu.