

December 2006

"To be an American is a complex fate."—Henry James

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Signals in the Static: Former U.S. Presidential candidate **Ross Perot**, who campaigned against NAFTA in the early 1990s, will build a technology center in Guadalajara, Mexico. **Richard Nixon** will appear on the one-dollar coin in 2016. **Spike Lee** will direct *L.A. Riots*, about the events following the 1992 videotaped beating of **Rodney King**. Race driver **Jimmie Johnson** becomes the spokesman for Elizabeth Arden's "Daytona 500" fragrance. **Fox News** turns 10; **Britney Spears** turns 25; **Jay-Z** turns 37; **Ann Coulter** turns 45; *The Organization Man* turns 50; **Kim Basinger** turns 53; **Tom Waits** turns 57; **Woody Allen** turns 71. Died: **VHS**, 30; *New Yorker* writer **George W.S. Trow**, 63; jazz singer **Anita O'Day**, 87; bluesman **Robert Lockwood**, 91.

After 50 years **Disney Studios** will again produce cartoon shorts, starting with a **Goofy** vehicle next year. Beginning Jan. 2, the **Wall St. Journal** will shrink 3" in width. **NBC Universal** offers to create advertising content, thereby bypassing ad agencies. The **World Series of Video Gaming** will appear on CBS-TV on Dec. 30. The state of **Utah** mistakenly divulges kids' email addresses on its "child protection" do-not email list. **Staples** has sold more than 1.5 million "Easy" novelty buttons, generating \$7.5 million in revenue. **Travelocity** has sold more than 20,000 of its 8-inch gnome statues (\$19.95).

Diageo's Royal Crown whisky refurbishes barbershops in African-American neighborhoods in return for branding rights. **CompUSA** becomes the first retailer to open their stores on Thanksgiving day. SF's **Golden Gate Bridge** is looking for corporate sponsorships; naming rights will not be sold. **AARP** sponsors **Tony Bennett's** concert tour. **Nokia** sponsors free Wi-Fi in 10 NYC parks. **angara.com** offers a collection of real diamond jewelry for

babies (\$110/pendant). **Warner Chilcott** introduces a chewable birth control pill with a refreshing spearmint flavor. **Martha Stewart** will launch her first line of food products. The **Arriva Card** is the first credit card specifically for use in casinos (3% fee/cash advance). **Coca-Cola** will introduce a new version of Diet Coke in 2007 that is fortified with vitamins and minerals. **Cingular** will launch cell phone banking next year.

Brand Extensions: **Elvis Presley** peanut butter and banana crème **Reese's** cup, **SpongeBob SquarePants** organic edamame, **Willie Nelson** Biodeisel fuel, Harley-Davidson cake decorating kit, *Amazing Race* six-language translator, *Extreme Makeover: Home Edition* women's tool kit, Play-Doh fragrance, Cheetos lip balm, Pantone Eurolux house paints, American Kennel Club cremation urns, **Mike Ditka** wine, **Mötley Crüe's Vince Neil Ink** tattoo parlors. *Tipping Sprung*, *Brandweek*.

Single Moms: Out-of-wedlock births climb to a new high, accounting for nearly 4 in 10 babies born last year. Surprisingly, the number among mothers 10-17 dropped, but rose most sharply among women in their 20s. The median age at first marriage is now 27 for men and 25 for women, up from 23 and 20 in 1950. *Nat. Center for Health Statistics*.

Take It Easy: Asked about their goals in life, 68% of American adults said leisure time is extremely or very important to them. By contrast, 29% said the same thing about "acquiring wealth," and only 13% about "living luxuriously." Among people 18-34, 77% said leisure time was extremely/very important to them, nearly the same percentage of those earning \$100,000+ incomes. *Decision Analyst*.

JOHO thanks you for your support in 2006 and wishes you a happy, healthy New Year!

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The Best of JOHO, 2006:

Robert F. Kennedy, Jr. appears with his family in ads for Gant sportswear, in return for a donation to his environmental organization. **Elvis Presley** (dead) and **Dolly Parton** (alive) share a limo in a new commercial for the Tennessee Dept. of Tourism. The estate of **Jimi Hendrix**, who died in 1970 at age 27, choking on his own vomit after ingesting alcohol and sleeping pills, licenses his name and image for a vodka called Hendrix Electric. **Barbie** and **Ken**, estranged for 2 years, will re-unite, now that his makeover (cargo pants, motorcycle jacket) has been completed. After a 10-year absence, the **Jolly Green Giant** returns to TV advertising. **Hugh Hefner** turns 80. The **Empire State Building** turns 75. Died: Test pilot **Scott Crossfield**, 85, the first person to fly twice the speed of sound; **Jeanette Carter**, 82, the last surviving child of country music's original Carter Family; **Lew Anderson**, 84, who played "Clarabell the Clown" on the *Howdy Doody Show*, one of the first TV programs for children.

Gray Line offers a "Hurricane Katrina—America's Worst Catastrophe" bus tour in New Orleans (\$35/person). **RJR Reynolds** opens an upscale smoking lounge in a trendy Chicago neighborhood, where a tobacconist who will hand-roll a pack of cigarettes in any of 9 flavors (\$8/pack). Coming from **Anheuser-Busch**: **Prism**, an energy water, and **Spike's**, a flavored (chocolate, lime, mango) shooter containing 40% alcohol meant to be poured into a glass of beer. **Enviga** is a "calorie burning soft drink" from **Coca-Cola** that will begin to roll out across the U.S. next January.

Target paints its logo on its stores' roofs to be visible in **Google Maps**. **Parking Stripe Advertising** puts marketing

messages on the white divider lines in parking lots. **J.P. Morgan Chase** advertises on stickers around electrical outlets in airports. **Ravenswood Winery** sponsors a NASCAR race car. **Fox** is the first major TV network to sell 5-second ads. **Meow Mix Co.** makes \$1.2 million/year selling ringtones.

St. Louis, Mo.'s minor league baseball team, the "Gateway Grizzlies," offers their fans a hamburger topped with cheddar cheese and two slices of bacon between a "bun" made of a sliced Krispy Kreme glazed donut (\$4.50). **Kingfisher, Okla.** is the first community to offer residents *wireless* television and Internet service. The **Stevens Creek Community Church** in Augusta, Ga. installs three "Giving Kiosks" (ATMs) in the church lobby, which are expected to take in \$200,000 in donations.

Krump meets Crunk: Hyphy ("hyper" + "fly") is a new hip-hop subgenre, popular in the SF Bay Area. It's a high-energy, aggressive street style of frenetic dancing, seemingly completely void of inhibition or self-control. Key artists: E-40 and Keak da Sneak.

Nano Spy: **Lockheed Martin** is developing a tiny remote-controlled air vehicle, weighing 0.07 oz., capable of being released from a hovercraft, power itself 1,100 yards, then rotate in flight. A camera provides a stable forward view while transmitting images back to a small, hand-held display. *EE Times*.

Roughing It: In 1970, 20% of Americans said that a second car was a necessity. In 2000, 59% said it was. Car air conditioning was cited as a necessity in 1970 by 11% in 1970, and 65% in 2000. During this same time, the perceived necessity of having a home dishwasher grew from 8% to 44%, and needing more than one phone grew from 2% to 78%. *Across the Board*.