

December 2007

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

Vol. XVI, No. 11

Signals in the Static: Intel’s 4004 chip, widely considered the first microprocessor, turns 35. **Caroline Kennedy** turns 50. Burger King’s **Whopper** also turns 50. Died: Nephrologist **J. Robert Cade**, 80, the inventor of Gatorade; Charmin toilet paper spokesman **Dick “Mr. Whipple” Wilson**, 91; *House & Garden* magazine, 107.

Because of the U.S. dollar’s decline in value, India’s **Taj Mahal** no longer accepts the currency for admission. Insurer **AIG** now offers travelers vacation cancellation insurance due to “work reasons” (\$24). **Diesel** runs ads saying its cold weather clothes are “global warming ready.” **San Francisco** converts all of its diesel vehicles, from ambulances to street sweepers, to biodiesel, using virgin soy oil from the Midwest. Also in San Francisco, **PG&E** has installed the world’s first solar-powered billboard. **Sorenson Genomics** sells its **Identigene** paternity test kit at **Rite Aid** drugstores in California, Oregon and Washington (\$29.95 plus \$119 for the mail-in analysis of the sample).

Jollibee is a new Philippines-based fast-food chain that serves American cuisine with a Filipino flair—like burgers topped with a pineapple ring, noodles, fried chicken and Peach Mango Pie. There are 11 Jollibees in California and one in Las Vegas. **Papa John’s** and **Domino’s** now accept pizza orders via text message. **Wendy’s** new customer-designed burger will be the **Philly Style Hoagie Burger** with ham, salami, cheese, onion rings, lettuce, tomato and Italian dressing. **Mars** introduces **Skittles Chocolate** (chewy chocolate-covered Skittles) and **Snickers Charged** (candies loaded with 60 mg. of caffeine and B vitamins). Anheuser-Busch launches **Purus**, an organic “ultra-premium” vodka, in the Northeast. **Dr. Pepper** chooses **Tay Zonday** to promote their new Diet Cherry Chocolate soda.

Fox-TV readies a game show called “The Moment of Truth,” in which contestants are hooked to a polygraph and asked embarrassing questions before a live audience that includes family and friends.

Ad News: **Laundromedia** places advertising on the front of washers and dryers in Laundromats. **Aap!Global** sells advertising on escalator hand rails. **Littleton, Mass.** will offer ad space on their police cars and fire command vehicles. At **Lease Your Body**, attractive people earn from \$100 to \$5,000 for wearing temporary tattoos of corporate logos. **Modstream** offers electronic shopping cart handles that can receive marketing messages in real time. They are currently being tested in Home Depot stores in 8 states.

Bailing On The Bible: Since 2001, the number of luxury hotels to include Bibles and other religious texts has dropped by 18%. Only 73 % of luxury hotels now provide a Bible, compared with 99% of economy hotels. Hotels with the lowest percentage of Bibles are in urban areas or are resorts. Those with the highest percentage are located near interstate highways and at airports. *ABC News.*



Chanel’s new ankle purse, inspired by ankle-mounted alcohol monitoring devices worn by celebrities.

JOHO thanks you for your support in 2007 and wishes you a happy, healthy New Year!

JOHO™ is published by The Morgenstern Company, Inc.

david@writerdog.com © 2007 TMC, Inc. For back issues visit: www.writerdog.com

JOHO reports trends, it does not endorse them. While researched from sources the author believes to be trustworthy, no independent verification has been made, so the author is not responsible for the topicality, correctness, completeness, accuracy, applicability, or quality of the information, and is therefore not liable or responsible for the use of the information contained herein. Permission is granted to quote from JOHO as long as you credit JOHO.

December 2007

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

Vol. XVI, No. 11

The Best of JOHO, 2007

The **Macintosh OSX** operating system turns 6. **Blogs** turn 10. **PowerPoint** and **Prozac** turn 20. **Diet Coke** turns 25. The Summer of Love turns 40. The **Helvetica** typeface turns 50. [Emmylou Harris](#) turns 60.

Gulfstream Aerospace sends up a \$50M business jet on an 8.5-hour test flight over 11 states for the sole purpose of leaving its mark on the Web, in the form of a flight track that spells out "GV" (the nickname of the Gulfstream V aircraft being flown). **Kellogg** prints "Trivial Pursuit For Kids" questions on Strawberry Pop-Tarts using edible ink. [Graveside Memory Capsule](#) markets a capsule containing memories of the deceased in a watertight device attached to the headstone. The recorded data can be downloaded to a laptop via USB cable. **Nike** introduces "Tailwind," a low-priced shoe brand aimed at non-athletic women. [Sckoon Organics](#) produces a line of *organic cotton dog apparel*. In Detroit, **McDonald's** offers their Muslim customers halal Chicken McNuggets. **Ikea** sells home decorations for Ramadan. **Southfield Chrysler Jeep** becomes the first U.S. advertiser to run broadcast ads in Arabic.

Comrade Greeter: Employees at the China headquarters of **Wal-Mart** have set up a Communist Party branch. -*Wall St. Journal*, [People's Daily Online](#).

Pay n' Pray: The **Mach 4 Baptist Church** in Lemon Grove, Washington, has sold wall space in their bathrooms to **Burger King**, the rims of their collection plates to **Hewlett-Packard**, and the backs of their pews to **JollyTime** popcorn. **Colgate-Palmolive** offers \$150 for a single reference to any of their products by clergy, if made to more than 100 people.

"Fence-popping": Bored teenagers in New York suburbs are hurling themselves at wooden fences in well-lit residential areas, destroying the fences and capturing the event on video for posting on YouTube or MySpace.

Seattle's Sexpresso Drive-Throughs: At [Natté Latté](#), baristas sport hot-pink hot pants and tight white tank tops. Racy lingerie is the dress code at **Moka Girls Espresso**. At **Best Friend Espresso**, an elevated window shows a nearly full-length view of pretty young baristas in short skirts and high heels.

"Alpha Moms": This new marketing target (replacing "Soccer Moms" and "Yoga Moms") is a tech-savvy multitasker who views motherhood as a "job that can be mastered with diligent research." She's online 87 minutes a day, and spends 7% more than the typical Internet user. Currently targeting her: Nintendo (Wii), GM (Escalade), Kimberly-Clark (Huggies), and P&G (Swiffer).

Dorms vs. Prisons: In a reversal from 2000, more Americans now live in college dormitories (2.3M) than in prisons (2.1M). More than twice as many young black men are now attending college (living in dorms or elsewhere) than are imprisoned.

Terrorism Insurance: In 2006, 59% of companies bought terrorism insurance, up from 58% in 2005, although prices for such policies rose by about 9%. In 2003, only 27% bought such policies. The U.S. State Department reported that terrorism attacks rose worldwide 25% in 2006. *Washington Post*.

Viewpoint: "There are moments in history when the pace of change is so fast and the shape of the future so fuzzy that we live in a constant state of beta." — *Bruce Nussbaum in a speech at the Royal College of Art, London, 6/27/07.*