

## TWENTY ONE TV COMMERCIALS IN THE CAN SINCE JANUARY!

Cable TV is winning viewership, and Weinrib & Connor is winning clients with new production work for excella Visa, Fordham University, Ridgewood Savings Bank, Lehigh College (CUNY), The New York Yankees and Mercy College. "It wasn't so long ago that we were using finely honed TV production techniques to produce and market high-profile client events. That business is somewhat over during this recession. Our expertise—we are now functioning as much as a media buying service and as a production company—is not to belabor the work with typical agency rhetoric, but to crank up the volume, pass along the savings to clients and keep 'shooting,'" notes CEO Mary Connor.



Lehigh College President, Ricardo Fernandez, smiles for the camera.

Weinrib & Connor's TV work is a big event, with dozen member production crews, editorial teams focusing on graphics, and casting calls encompassing over two dozen principals (on camera talent). Then there is the preparation: the pre-production, scouting of locations, and arranging of permits with the Mayor's Office of Film Production - as almost all the work ahead of the shop is to be filmed in New York City. "We are lucky that we have clients who need us to shoot all year round. New York used to be just a summertime location, with winter work done in Los Angeles," Tom Connor points out; "We can shoot just about anytime, and anyplace and at a price and level of quality that cannot be beat."



Left: Ridgewood Savings Bank, VP, Tom Ritter, reads his lines with the greatest of ease.

Right: On a roll - when you produce this much TV, you gotta have some tricks up your sleeve, like this camera dolly track.



Left: Paul LeClerc, head of the NY Public Library, is a one take wonder.

Right: Producer/Director, Tom Connor, coaches the group of child extras.



## WANT WEB~VIDEO? BUILD YOUR WEBSITE AROUND NEW TV SPOTS.



The newly re-vamped [www.saintjosephs.org](http://www.saintjosephs.org) features web video of (3) television commercials; part of a brand new image campaign for the hospital.

St. Joseph's Medical Center of Yonkers hired the agency to produce a new image campaign and agency CTO Ralph Rossi was quick to build a website around three (3) commercials and over three (3) dozen digital photos. "A shot list for a TV commercial or website is no different. The client, Dean Civitello, head of HR, had no trouble pulling people and places together for the two (2) days of shooting we required," points out Rossi, "and many people understand photoshop today, it is effortless to not only storyboard a job with digital stills, but also use those same images in the finished product. The key is the camera. We use a high-end Leica that generates a 16" h x 20" w hi-res image, which is more than ample for a web page."

The client also wanted a site that they could update and modify without repeated calls to the agency. This meant the site had to be built—programmed actually—so that routine text and photo changes could be made by those without website or programming knowledge. Gone are the days when agencies can build annuity-like service requirements into their assignments. "We have to deliver a value proposition for our clients that may take our income stream out of the workflow," Mary Connor illustrates, "but that is what this marketplace requires, and quite frankly, we are too busy to stay with projects longer than it makes sense. We want to get in, get out, and move on to the next signature project."

## MARY CONNOR, CEO, RUNS THIS AD AGENCY



*Mary Connor -  
another day in "adland."*

*Mary Connor runs a very busy White Plains-based advertising agency that has survived the economic downturn fairly well. But she's not in the office much. Mary is mostly on the road, talking to clients, prospects, or suspects. She began selling classified advertising in the boiler room of *The New York Times* and was very good at it, so much so that in less than two years, she was handling national advertising accounts in the consumer packaged goods and technology sections. Selling full-paged ads in *The Times* was one thing – getting into seeing clients and their gatekeeper agencies was another. "I won't even take my coat off," she would urge reluctant leads. Ten years later, she had her pick of jobs, and she opted to run the *Times*' Westchester office so she could see her young son and daughter more. "I had a unique opportunity – a reward actually – to become a happy and fulfilled working mother. I had the best of both worlds, and there was plenty of advertising money in suburban marketer's pockets.*

*Our field office was making its numbers." Connor managed a staff of 7 with all kinds of accounts, from very large to very small – anywhere from large retail chains to small location stores.*

*After her third child, her husband (Tom) left his job as a creative director in NYC and started his own agency with Arnold Weinrib. Soon the two had some great national accounts and although his career was in high gear, Mary opted to leave corporate America to raise her 3 kids. That didn't last long. She began handling local Westchester and Greenwich-based accounts providing event and media support. Soon enough she found herself working out of Tom's office. When she asked him to assist with some much-needed agency strategic support for a client, Tom agreed to offer his input in the creative, too. They worked well together, and before long, Mary found herself back to full-time work.*

*"I can't believe it's been over 10 years since I joined this agency," said Mary.*

*This woman-owned business with seven in tow, several outsourced freelance creatives and admins to assist with peak volume, turns on a dime. Connor's client coups include among them, *The New York Yankees*, an agency client for five years now. The shop has shot over 40 TV commercials in the past two years and is readying to create more for bigger, blue chip clients in 2011. Details will follow.*

*"Tom can wear the Hawaiian shirts and play California on set, and do all that creative stuff," noted Mary. "I need to be with our clients, make them comfortable so they are able to articulate what they need and fulfill their marketing desires. The one good thing about working with someone that you know so well is that we're all about providing the best service and thinking to our clients. We can get right to the issue without posturing and making it difficult. Most days are great and I am happy to be able to chart our course accordingly."*

## HELLOS & GOODBYES

*Hello to New Hires:*

*Josh Gottlieb, Assistant Project Manager  
Henry Post, Assistant Project Manager*

*Goodbye:*

*Elizabeth Connor,  
going to work for NBC at 30 Rock*