

Rachel Jarvis of Fuor Digital engaged as “Myth Buster” on iMedia Panel

Panel of experts in the digital media industry discussed misconceptions and myths about digital media marketing at international conference

September 16, 2008 – Coronado, CA: Fuor Digital Chief Operations Officer Rachel Jarvis participated in a panel at the iMedia Conference at the Loews Cornado Bay Resort today about dispelling myths and misconceptions within digital media marketing. The panel, made up of marketing experts from a wide variety of industries, focused on several topics, including the usefulness of ad agencies in digital media, the available reach of online video, and the need to measure engagement as part of your marketing metrics.

For her part, Jarvis spoke primarily about the role that ad agencies will play in the world of digital media. Addressing an audience of brand marketers who were uncertain about the future and how important digital media would be, she countered one panelist's opinion that ad agencies were no longer needed in a digital media age with the idea that ad agencies are still imperative, but that their functions will change.

"It's not so much that you don't need an agency ever again, but you need to understand what your agency is providing for you, and how that's going to change, and how it should change if it already hasn't," Jarvis said. "I think you should have someone who understands what your goals are."

Jarvis went on to say that digital media is not something that anyone can do. It requires the same level of strategy, planning, and execution as traditional media, and in order to truly master the digital media mix and take full advantage of the myriad opportunities offered, companies need professional help, which many agencies can provide. But the traditional teams ad agencies provide clients need to evolve, Jarvis added.

"It's about being a little more flexible in your structure," she said. "Why don't we put the team together once we understand what the goals and objectives of the campaign are? Not every campaign requires a creative director. So why should every team your agency provides have one?"

Jarvis offered advice to anyone looking to hire an ad agency for their digital media needs. "Make sure the agency has experience in the digital media industry," she said. "This is a very different medium, requiring a unique set of skills and expertise. If an agency can't show you digital media successes, or point to in-house experts, then they probably don't have the expertise required to run an effective campaign."

Other panelists included Sean Cheyney, VP, Marketing & Business Development, Accuquote, Jerry Courtney, Group Manager, Corporate Multi-Media, Target, Marti Funk, VP, Client Solutions & Insights, Sportgenic, Rachel Jarvis, Partner/COO, Fuor Digital L.L.C.; Susan Lavington, SVP, Marketing, USA TODAY; Mark Naples, Managing

Partner, WIT Strategy; Tod Sacerdoti, CEO & Founder, BrightRoll; Jason Shulman, CRO, [x+1]; Moderator: John Durham, CEO/Managing Partner, Catalyst: SF.

About Rachel Jarvis

Rachel Jarvis is the Chief Operating Officer of Chicago-based Fuor Digital, Inc, a digital media marketing agency. As the resident digital media guru, Rachel is responsible for the day-to-day operations including: process, revenue and sales growth, business development, and financial goal management. Prior to Fuor Digital, Rachel worked at Winstar Interactive Media, as Senior Vice President and Director of National Sales, where she sold advertising for top brand sites like NASDAQ, Fodors, Readers Digest, and Zagat. Her additional experience includes posts at: Turner Interactive, representing the CNN.com, CNNfn.com and CNNSI.com properties, Director of Sponsorship for iVillage.com, and the interactive arm of media firm SpaceTime, Inc.

Rachel graduated cum laude from Emerson College in Boston, M.A. in 1995 with a B.A. in Communications, Advertising and Public Relations.

About Fuor Digital

Fuor Digital is a full-service, Chicago-based digital media agency, specializing in all aspects of digital media campaigns, including digital strategy, advertising, search engine marketing and optimization, e-mail marketing, mobile phone marketing and web analytics. Founded in 2006, Fuor Digital believes in helping their clients master the digital media mix by using all appropriate mediums cohesively, and focuses on creating quantifiable results to help clients track and understand the ROI on their digital media investment. With their breakthrough conversion attribution system and seats on the Standards Committee of the Web Analytics Association and Click Quality Council, Fuor Digital is an innovative leader in the digital media industry.

Fuor Digital is a Kelly, Scott & Madison company. For more information about Fuor Digital and their digital media services, please visit www.fuor.net.

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