

Ka-Ching!

You know that retail is the bomb when Procter & Gamble, Unilever and Colgate-Palmolive say it is.

In the January issue of THE HUB, Jim Figura of Colgate-Palmolive said: “The biggest innovations today are really happening with the retailers.” In this issue, Lisa Klauser of Unilever says: “The time is right to take the in-store channel and turn it into an

opportunity to drive our categories and our brands.”

**Wake up
and hear the
cash register**

In our next issue, we will feature an interview with Dina Howell of Procter & Gamble, who says: “I have seen the difference it

makes to shoppers when they get the right product at the right time and how much we can delight them. I know that makes a significant difference in our business results. I have seen it work.”

None of these comments about the rising power of retail should startle anyone who has noticed the decline and fall of advertising, which Robert Stephens, the founder of Best Buy’s Geek Squad, has called “a tax for having an unremarkable product.”

Nor should these comments surprise anyone touting the concept of “experiential marketing” or the virtues of “lifestyle marketing” because it’s hard to imagine a medium better suited to deliver against those goals than the retail store.

But hopefully, this issue of THE HUB will be a wake-up call for those who suppose that accountability in marketing is about finding better ways to measure their advertising, or who still think of retail as just a place to store their products.

Retail is a huge part of the future of those who understand that it’s all about building *trust* when it matters most, and that is where the cash register rings.



Tim Manners, Editor-in-Chief

22

COVER STORY

Hoo-Wii!

Nintendo U.S. president and chief operating officer Reggie Fils-Aime on the hows and whys of Wii’s winning ways. An exclusive Q&A interview by Tim Manners.

8

LIVING LEGEND

Woz There, Done That

Apple co-founder Steve Wozniak says good technologists are the best marketers. By Tim Manners.

12

ROUNDTABLE

Holding the Bag

Retailers are reinventing the shopping experience. Are brand marketers being left behind? A discussion featuring Laura Coblentz of Wild Oats, Ed Gawronski of Miller Brewing Co., Lisa Klauser of Unilever N.A., Dee McLaughlin of Virgin Entertainment and Charlie Tarzian of CoActive Marketing.

27

WHITE PAPER

What’s that Sound?

If the reasons for getting into shopper marketing “ain’t exactly clear” then stop and “take a look at what’s goin’ down.” By Chris Hoyt.

4 TREND REPORT
The Human Touch | *The greatest retailers don't just serve their customers with courtesy. They treat them like friends.* By **Dori Molitor.**

7 COOL NEWS
Retailers who get it right: Walgreens, Brooklyn Industries and Kiehl's Apothecary.

16 FIELD REPORT
Get Fresh at Retail | *Fresh food at retail challenges traditional packaged goods.* By **Al Wittemen.**

18 CASE STUDY
La Vida LaRosa | *A local pizza chain dominates Domino's and pummels Pizza Hut.* By **Doug Spak.**

20 WHITE PAPER
Here Comes Tesco | *The U.K.'s top retailer is headed for the U.S. Are you ready to rumble?* By **Jonathan Dodd.**

30 RESEARCH REPORT
The Other Side of Moms | *A series of research studies finds that marketers are missing the mark – big time – in reaching today's moms.* By **Gigi Carroll.**

34 CMO MEMO
Ruffling the Golden Lion | *We need to stop roaring at customers and allow them to be part of a conversation.* By **Jim Schroer.**

36 WHITE PAPER
A New Media Model | *Recency & Relevancy replace Reach & Frequency in today's media world.* By **Jon Kramer.**

38 CASE STUDY
Microsoft's Cultural Connection | *Millions of Americans join a huge, social experiment.* By **Scott Goodson.**

40 CASE STUDY
Square Bagels! | *A routine line-extension becomes a game-changing innovation for Thomas' Bagelbread.* By **Gary Fraser** and **Bryan Mattimore.**

42 COOL BOOKS
A roundup of current releases of interest: Lincoln's Sword, Averaged Americans and Au Pied de Cochon.

Editor-in-Chief
Tim Manners

Senior Editors
Rick Leonard
Peter F. Eder

Associate Publisher
Joseph McMahon

Art Director
Julie Manners

Design Concept
Alexander Isley Inc.

Illustrator
John S. Dykes

Circulation Director
Debbie Brenneis

Brain Trust
Advantage Retail
CoActive Marketing Group
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Hub Club
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Growth Engine Company
Northlich
StrawberryFrog

Friends
McGuinn.com
Yahoo!

The Hub
 David X. Manners Co.
 107 Post Road East
 Westport CT 06880
 203-227-7060 ext. 227
 hub@hubmagazine.com

■ Brought to you by the editors of Reveries.com and Cool News of the Day, the HUB magazine is dedicated to exploring insights, ideas and innovation as the ultimate drivers of success in marketing.

■ Published bi-monthly since July 2004, The HUB's circulation is exclusive to Reveries' proprietary database of approximately 2,500 senior-level, client-side executives in Fortune 1000 marketing departments.

■ Advertising: For more information on The HUB's sponsorship and advertising opportunities, please contact Joseph McMahon (joseph@hubmagazine.com) or 845-238-3516.