

ADVERTISING STAR



Draftfcb Chicago's Executive Vice President and Managing Director: Karen Sauder

[By Robin Salisian]

As the executive vice president and managing director of ad agency Draftfcb Chicago, Karen Sauder does a bit of everything. She provides clients with quality work. She dabbles in finance. She's involved with operations. However, Sauder thrives in the industry and admits, "[It's] an exciting career choice because it's evolving so quickly."

But "particularly," she continues, "I am ... focused on integration and further bringing to life the new Draftfcb model. We are building an agency of the future, one that works seamlessly across all media for the benefit of our clients."

Sauder's original plans, however, didn't include advertising. She wanted to be a trial attorney. But, as is the experience of many executives, Sauder's career plans transformed into something different.

Though, Sauder may disagree. "[It's] just a different type of persuasive argument, wouldn't you say?"

However, "once [she] discovered advertising, [she] never looked back." More than a decade later, Sauder is still immersed in advertising.

She graduated from journalism school at the University of Missouri with an emphasis in Advertising. And education remains a very active part of her life. Sauder has, over the years, attended graduate business classes from Harvard and Northwestern.

"I like to keep my learning fresh," she says.

Draftfcb Chicago, founded in Chicago in 1873, was once named Lord & Thomas and is the third oldest advertising agency in the world. Several owners and name changes later, Draftfcb became the largest advertising agency in Chicago. The name includes the initials of three top managers who once

acquired the agency, Emerson Foote, Fairfax Cone, and Don Belding, and the name of the current Chairman and CEO, Howard Draft.

"Our objective is simple," states the company's website. "To offer total integration that is effective and efficient and that optimizes consumer behavioral insights to drive results. It's about understanding the most optimal way of connecting with the consumer at the right time, in the right place, and with the most compelling message. Ultimately, we are an organization where creativity supersedes everything but accountability."

The agency has offices spread throughout the world, including Australia, Asia, Latin America, and America. Along with running numerous offices, the agency has worked for a myriad of Fortune 500 companies. And in October 2007, Draftfcb New York was

awarded the Diamond ECHO Award (a.k.a. "Best of Show") by the Direct Marketing Association.

New to Draftfcb Chicago, Sauder is still "in the process of getting to know the ins and outs of how each client works with the agency." However, "over my career ..., I've had the privilege of working with many leading marketers, including client-side at Anheuser-Busch and Frito-Lay."

Current clients of Draftfcb Chicago, however, include SC Johnson, KFC, Mars, Kraft, and Boeing, among others. For KFC, the agency created ads entitled "Celebration," "Which Means?" and "Bucket's Back," which all "supported the launch of the Zero Trans Fat campaign." The results?

"Increases in same store sales, a doubling of awareness of KFC going to trans fat during the first four weeks of advertising, and dramatic increases in key attribute ratings on taste, flavor, quality, and availability of healthy and nutritious foods," says Draftfcb's website.

But what ad has Sauder taken pride in the most?

"The current Dow Chemical campaign was developed from a true insight and then executed brilliantly through multiple media. The campaign itself is credited for improving share price and improving employee retention/recruiting. This campaign has provided real business results for our

Q. What do you do for fun?

A. Cook

Q. What CD is in your CD player right now?

A. The soundtrack from *Evita*

Q. What was the last magazine you read?

A. *Bon Appetit*

Q. What is your favorite TV show?

A. *Grey's Anatomy*...yes, because of Patrick Dempsey

Q. Who is your role model?

A. Nelson Mandela fascinates me.



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clients, and I am incredibly proud of the entire team!”

Sauder has embraced advertising, yet, she applies her trial attorney skills whenever possible. When asked for examples of some of the best advertising tactics, she offers the following subtle argument.

“I can’t evaluate a tactic separate from the strategy it is meant to support. That is a mistake a lot of marketers make. Think of a tactic as one stepping stone on the strategic path. It is how those stones are laid that makes the difference, not the shape of any

one stone. When they lead the consumer to purchase, their effectiveness can then be measured.”

A bold statement and yet true. And Sauder confidently proclaims her thoughts on the advent of TiVo and the Internet, as well. “I believe [they] make our jobs that much more interesting,” she says.

“Consumers have a lot of competition for their attention, so we need to make sure our advertising is compelling enough to win their attention. Of course, it is more than just telling them our story; we want consumers

to act. We, as marketers, have more tools in our toolbox than ever before, and that is exciting.”

ON THE NET

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The Direct Marketing Association
www.the-dma.org/index.php

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