

S. LEONARD MANNINA of Troy has been promoted to assistant vice-president and manager of the Van Dyke-Timken office at First Federal Savings of Detroit.

Mannina joined First Federal in 1969 as assistant manager of the Twelve Mile office.

EDMUND H. SALE III of Bloomfield Hills has been named vice-president of Campbell-Ewald Co. on the Chevrolet account.

Sale is account supervisor-track, recreational vehicles and station wagon advertising.

WILLIAM W. LEAHY of Farmington Hills has been named director and general manager of the Pontiac Coatings Division of Grow Chemical Corp.

Leahy formerly held an executive staff position with American Motors Corp.

CHARLES F. HITCH of Troy has been promoted to vice-president and senior operations officer at Manufacturers Bank.

Hitch joined the bank in 1953 and was first named an officer in 1953.

FRANK SISSON of Farmington Hills has been appointed administrative manager of the broadcast division of the WJW stations.

Sisson joined the WJW stations in 1961 after 14 years at WOOD in Grand Rapids.

LAWRENCE WALTER of Orchard Lake has been promoted to buyer, table fashions and decorative table accessories with the J. L. Hudson Co.

Walter had been assistant buyer of Contempo I, Contempo II and moderate update in the men's area.

ROBERT L. MCKEE of Bloomfield Hills was appointed general manufacturing manager for the Chevrolet Division of General Motors.

McKee joined Chevrolet in 1953 as a safety engineer at Chevrolet's Bay City manufacturing plant.

RONALD K. LEIRVIK of Birmingham was appointed quality control manager for the stamping and assembly division of Chrysler Corp.

Leirvik joined Chrysler in 1959 as a management trainee in the stamping division.

SAMUEL M. THOMPSON of Troy has been elected an assistant vice-president of Lawyers Title Insurance Corp.

Thompson has been with Lawyers Title since 1952.

HERBERT S. CHRISTNER of Birmingham has been elected assistant treasurer of the S.S. Kresge Co.

Christner served for 17 years as Kresge's general credit manager.

ROBERT R. JENKINS of Bloomfield Hills has been appointed vice-president in charge of shopping center operations, eastern region, for Dayton Hudson Properties.

Jenkins joined DHP from the J.L. Hudson Co., where he was divisional merchandise manager within the home division.

ROLLAND M. WILKENING of Bloomfield Hills has been elected president of the Barton-Malow Co.

Wilkening had been executive vice-president since 1964.

ALEX KRENZ of Birmingham has become director of purchasing for Pontiac Motor Division.

Krenz was previously director of purchases for GM's Cadillac Motor Car Division.

THOMAS R. KLIPSTINE of Troy has been appointed regional representative in the southeastern Michigan region (Southfield) of General Motors public relations staff.

Klipstine was supervisor of GM's traveling science show, "Previews of Progress."

A motion picture, film strip and slide projector were recently donated to the Oakland County school system by Rockwell International. Dennis Adamczyk (left), an Oakland Community College student, accepts the gifts from Dżosia Kimpka (center) and Paula Oakwood, members of the communications staff of Rockwell's Advertising Operations, Troy.

Advertising

'A business of ideas' — O'Connor

By JOE MARTUCCI



RICHARD D. O'CONNOR

When Birmingham resident Richard D. O'Connor was named president and chief operating officer of Campbell-Ewald Co. last January, board chairman Thomas Adams predicted he would "age rapidly" because of his new responsibilities.

Fourteen months later it seems that Adams' forecast was accurate. Although the 45-year-old O'Connor seems to be thriving in his new position, his hair is a little grayer and he has less of it than he did a year ago.

"I've aged far beyond my years in a relatively short period of time," O'Connor says with a grin. "I had spent 18 years on one account (Chevrolet) and in a relatively short period of time I've had to learn an awful lot about a lot of different businesses."

Not that O'Connor is complaining, mind you. One would be hard pressed to find another executive with more enthusiasm for his work. After 21 years in the advertising business, O'Connor remains intensely committed to his profession.

O'Connor joined Campbell-Ewald, one of the largest advertising agencies in the country, as a trainee on the Chevrolet account in 1956. O'Connor rose through the ranks rapidly, holding a number of executive positions primarily servicing Chevrolet account.

He was named executive vice-president and chief operating officer of the agency in August 1973 and assumed the presidency in January of last year following the death of former president Hugh Redhead in a plane crash.

IN A RECENT, wide-ranging interview, O'Connor reflected on his first year at the helm of Campbell-Ewald and offered his views on a variety of other advertising-related topics.

The University of Michigan graduate had intentions of becoming a physician.

"I started out in pre-med, but found that cutting up fetal pigs was really not my bag," O'Connor recalls. "I then pursued a liberal arts curriculum and took several marketing courses. Advertising seemed to be a field for which I had some interest."

"It intrigued me in that it was a business of ideas as opposed to a business of products. The intangible aspect of it interests me."

O'Connor spent a good deal of time during his first year as president cementing relationships with existing clients, while overseeing efforts to develop new and larger accounts.

"It's been the most interesting year in my career. I think I've achieved the goals I set for the first year. Now we have to look to grow. We have set a goal of 15 per cent growth per year."

Campbell-Ewald is synonymous with Chevrolet in the advertising world. The account was acquired in 1922 and has been maintained continuously since then. Chevrolet is believed to be the world's largest single advertising account.

WHILE CHEVROLET may be Campbell-Ewald's life blood, O'Connor is a firm believer in expansion. He says the agency has "grown nicely" with Goodyear Tire and Rubber Co. and Borden's, which has more than doubled its Campbell-Ewald business in the last year.

"We'll continue to move into the food business. We intend to grow with it and become more involved with package goods. We're optimistic about Procter and Gamble. We think they're our kind of company and we're their kind of agency."

O'Connor explains the different approaches in developing advertising campaigns for automobiles as compared to food items.

"For a considered purchase item, like a car, we try to condition someone to think positively about the product."

...but so when they're thinking about buying a car they'll visit a Chevrolet dealer.

"For an impulse item, like food, advertising has to do more of a persuasion job."

ADVERTISERS are more demanding than they used to be, O'Connor says. Their expectations have increased, making the agency's task more challenging than ever.

"Advertising is being called on today to do more selling than ever before. More advertisers are looking for the cash register to ring as a direct result of the advertising dollars they spend. Sales forces are becoming more expensive. Branded merchandise must be sold via advertising."

The bottom line is that agencies must become more accountable. They must be able to show that money devoted to advertising is well spent.

"This forces you to put discipline in the business. The agencies that benefit will be those that pay attention and become keyed in to their clients' business."

Because of this, and the fact that it's time consuming and expensive to change agencies, the advertising industry has become more stable in recent years, O'Connor notes.

Looking back over his 21 years in the business, O'Connor describes the evolution that has taken place in advertising.

"The business today is far more sophisticated and far more technical than it used to be. Data banks, computers, research, pre-testing and post-testing. This is a world of technology that was pooh poohed in advertising 20 years ago."

"Ads now must stand the test of the world of technology. It's been interesting to see that evolve. It's not perfected yet, but it's become more exacting."

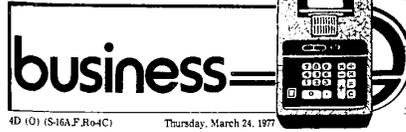
O'Connor is proud of his profession and believes the public's perception of the advertising business is misguided.

"We have smart, dedicated, well-educated people in this business. They're committed to what they're doing, more so than in most other businesses. We're contributing mightily to the economic growth of our system. Without advertising, our system cannot function. It's a serious business."

O'CONNOR CONCEDES, however, that advertising campaigns such as the controversial Chatham Consumer Food Council don't do much to enhance the image of the profession.

"Personally, I was appalled at it. It's misleading and proved to be misleading. I would have to have serious objections to that kind of advertising. Professionally, I'm appalled at Chatham."

Chatham announced last week it was abandoning the two-month-old



4D (O) (S-16A,F,R-4C) Thursday, March 24, 1977

Consumer Food Council Campaign As a member of Detroit's Better Business Bureau, O'Connor was involved in the controversy that developed over the allegedly misleading ad campaign.

O'Connor also has strong opinions on another current topic—violence on television and advertiser boycotts stemming from it.

"An advertiser should decide for himself what kind of environment he wants his message in. If it is not conducive to selling his product, he ought not to go into it. I don't think advertisers should get involved in censorship."

"Three or four years ago, board chairman Tom Adams and I visited each of the network presidents and program directors to discuss the matter of violence and permissiveness."

"We reported our findings back to Chevrolet and made certain recommendations that they not be associated with certain programming that uses violence and permissiveness as a means of over-dramatizing."

O'Connor adds, "I don't think there is a sufficient body of research information to accurately know the effects of violence. But my personal belief is

that there's too much violence on television.

"The advertiser does have a responsibility for his actions and to his shareholders and the image of his company."

O'Connor said two parts of his job provide the most satisfaction: "Seeing the results of good planning, good market analysis and successful advertising all come to fruition," and "The development of good people. To see young people grow, develop and contribute is most gratifying."

O'Connor has lived in his westside Birmingham home since 1963. He has been depicted as a devoted father, the kind who will interrupt a business meeting to make it home in time for dinner.

O'Connor says his new responsibilities as president, however, have placed increasing demands on his time, making it difficult to spend as much time as he would like with his wife and five children, ages 7-14.

"I'm like a kid with a whole bunch of new toys. How many people do you know that get so deeply involved in so many different kinds of businesses, and at the same time run their own business?"



The Double Eagle Radial

Why it belongs on America's finest cars

Goodyear Double Eagle Radial tires are the most advanced tires ever developed. They are designed to give you the most control, the most safety, and the most performance. They are the only tires that have been tested and approved by the Federal Motor Vehicle Safety Council. They are the only tires that have been tested and approved by the American Automobile Association. They are the only tires that have been tested and approved by the National Highway Traffic Safety Administration. They are the only tires that have been tested and approved by the U.S. Department of Transportation.

GOODYEAR

For more good years in your car

"For a considered purchase item, we try to condition someone to think positively about the product," Campbell-Ewald's Richard D. O'Connor.

Cheery, cheery and easy as pie.

Because you don't have to bake it to make it.



Cheery Cherry Cheese Pie

- 1 (8-ounce) can cherry pie filling
- 1 (8-ounce) can condensed cheese sauce
- 1 (8-ounce) can condensed cream soup
- 1 (8-ounce) can condensed milk
- 1 (8-ounce) can condensed tomato soup
- 1 (8-ounce) can condensed mushroom soup
- 1 (8-ounce) can condensed beef soup
- 1 (8-ounce) can condensed chicken soup
- 1 (8-ounce) can condensed vegetable soup
- 1 (8-ounce) can condensed fruit soup
- 1 (8-ounce) can condensed fruit and nut soup
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