

THE TWENTY-FIFTH HOUR COMPANY

25 newsletter

FALL 2021



EMPLOYEE SPOTLIGHT
ON MADISON PIZZATO

WHO CAN YOU REACH
WITH TIKTOK & TWITCH

MENTAL HEALTH
IN THE WORKPLACE

IN EVERY ISSUE

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**From the
PRESIDENT**

Welcome to Autumn!

By now your students are back on campus, even if it's a smaller number, and they're bringing the energy and buzz back that we've all missed for so long.

Autumn also means football, changing leaves, apple picking, (what do we do with all those apples??) awesome weather, and getting ready for your spring campaigns. LOL. Marketers know, we have very little time to enjoy the current season because we're always thinking and planning so far ahead.

I hope you enjoy this issue of our "amuseletter" and that it gives you a reason to just stop for a few minutes to read, learn, maybe laugh, do a puzzle, and just enjoy some pumpkin spice marketing.

From all of us at 25th Hour, we wish you a wonderful fall semester.

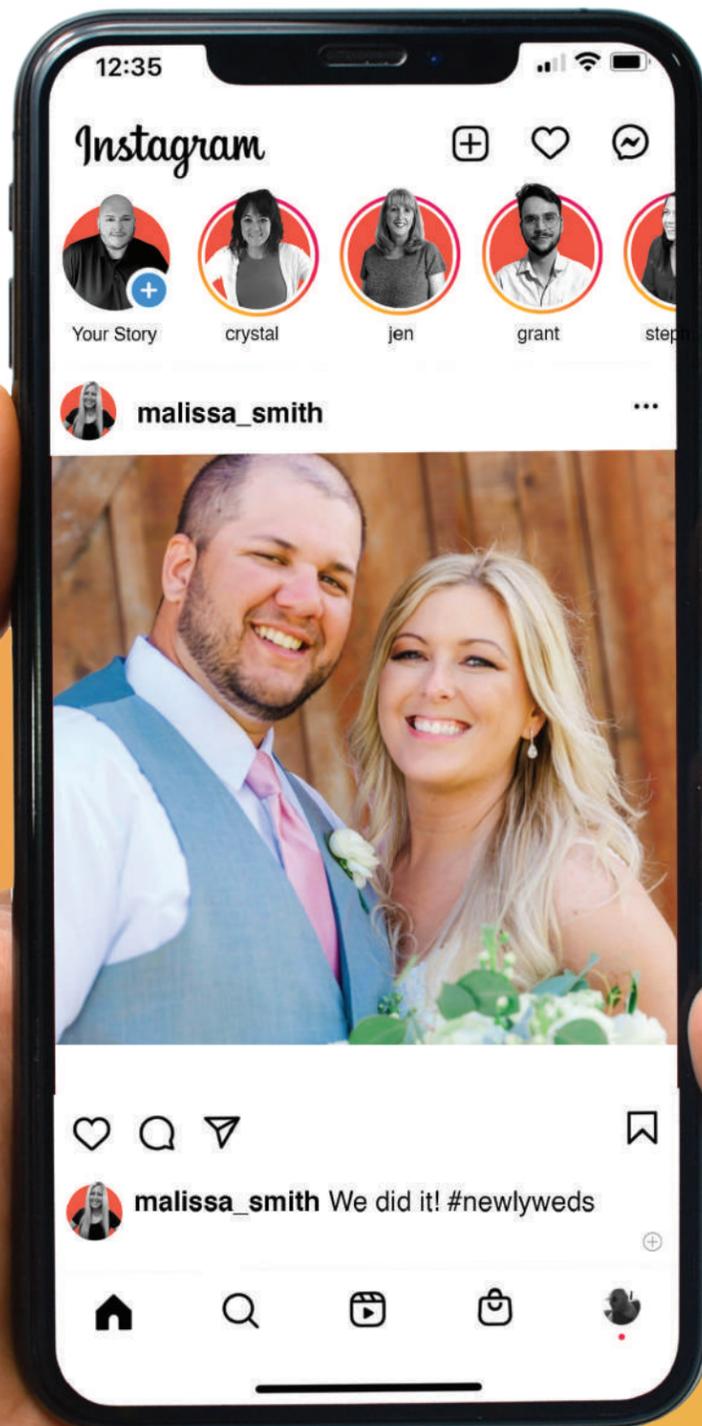
- Jen

Jennifer Aries,
President



SHOW & Tele-gram

Check out the life of your 25th Hour friends outside of the office.



WHAT'S NEW?

Behind the scenes things are happening here at 25th Hour Communications and they have us really excited!

Since July 1 2021 we have served **545 million ads** to prospective college students that drove over 715k+ clicks to college websites and 7k+ phone calls to college phones.

Chabot College launched its **25th Hour Call Center** and processed over 950 entries for Fall 2021.

The 25th Team is excited to prepare for **Conference Season 2021!** Wait till you see what we have in store.

The **25th Hour website is getting a facelift.** Our web team is hard at work and we are excited to show it off soon.

Jenn and Madison are currently in a **Master's degree program at the University of Alabama #RollTide!**

We feel like we've created and updated a million **COVID-19 web pages**, but it's probably closer to 30.

Grant evacuated Hurricane Ida and didn't miss a day of work. He's safe and sound. Praying for those in Ida's path.

Our client Foothill College is launching the **first-ever Nanny and Family Studies program** at an accredited institution.

Our team is growing again! Look for an introduction to our newest team members in a future issue.

Our client list is growing too! We have signed 6 new clients since our last issue who are ready to get results.

25th Hour is preparing to launch eklips. A new service that makes obtaining quality campaign assets much easier.

Our client **Whatcom CC was invited to the White House** to meet the nation's demand for **cybersecurity analysts.**

WE'RE OBSESSED

It's about that time of year where we are all obsessed with candy! The 25th Hour team has listed what we love to see in our treat bags. Can you match the person to their **Favorite Halloween Candy?**

- | | |
|-------------|-------------|
| ___ Trish | ___ Shelly |
| ___ Jen | ___ Camille |
| ___ Candi | ___ Jeff |
| ___ Malissa | ___ Grant |
| ___ Jason | ___ Maggie |
| ___ Gregg | ___ Crystal |
| ___ Madison | ___ Lauren |

*Use one of the candies twice!



The Cuisinart Air Fryer Toaster Oven is going to be a staple in your kitchen this holiday season. Use it every morning to toast your bagel and then use it every night to broil fish, bake chicken or even air fry a crispy side of lemon parmesan brussel sprouts for your holiday meal. The tray is a well planned upgrade to the traditional air fryer basket which allows you to fit more food and spread it out so everything is evenly crisp!

\$199.99
www.amazon.com

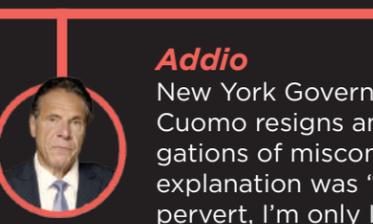
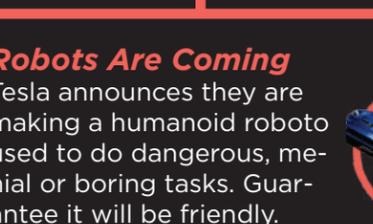
YOU NEED THIS

We might be ad geniuses, but sometimes ads get us to pull out our wallets too. Check out the Cuisinart Air Fryer Toaster Oven. We had to have it and so do you.



SHOCK & AWWWW

Here are a few things we have seen recently that have either left us shocked or made us say "awwwww."

	 <p>Taliban Takeover The Taliban take control of Afghanistan in record time as US troops are pulled out by President Biden.</p>	 <p>She's Too Good Simone Biles is underscored at the Olympics for being just too good at gymnastics.</p>	 <p>Clean Up India bans a long list of single use plastics starting in July 2022 to help pollution and litter problems.</p>	 <p>I Wuff You Congress passes bill to help veterans with PTSD get service dogs that help with mental health.</p>
 <p>Addio New York Governor Andrew Cuomo resigns amid allegations of misconduct. His explanation was "I'm not a pervert, I'm only Italian."</p>	 <p>Robots Are Coming Tesla announces they are making a humanoid robot used to do dangerous, menial or boring tasks. Guarantee it will be friendly.</p>	 <p>It's Electric A German Company develops concrete roads that will charge electric cars while they drive for little cost.</p>	 <p>Approved! The FDA grants full approval to the Pfizer vaccine to stop COVID-19 related illness.</p>	



Let's Eat!

By: Gregg Wood

When the temperatures change and the leaves start to fall you know the holidays are right around the corner. Thanksgiving is what we like to call an “eatin’ holiday” in my house. Sure the holiday is about giving thanks, but the most exciting part is sharing a meal you only have once a year with your family and friends. That meal has changed drastically since Thanksgiving was first established by President Abraham Lincoln who proclaimed a national day of “Thanksgiving and Praise to our beneficent Father who dwelleth in the Heavens.” What is served on the dinner table for the holiday can vary depending on what part of the U.S. you are in. These are some of the dishes around the country that have become Thanksgiving staples from sea to shining sea.

Mushroom Gravy

The Pacific Northwest puts it on potatoes, meat or really anything to give it that extra something special.



Frog Eye Salad

Fruit, pasta, Cool Whip and sugar. It sounds crazy but Western states swear it's delicious.



Cheesy Mashed Potatoes

If you're in the Midwest then you take something amazing like mash and add cheese. Done.



Derby Pie

It has chocolate so we're sold. It originated in Kentucky but this sweet treat is a popular dessert all over the area.



Hasty Pudding

A simple dessert that's been enjoyed since colonial times in New England.



Oyster Stuffing

New England has an abundance of oysters so it's common to find them in unusual places like stuffing.



Sourdough Stuffing

Tables across California often have some version of sourdough stuffing for dinner. They vary a lot but all include the type of bread and are delicious.



Pasta

Italian immigrants in NY, NJ and PA have made pasta a staple no matter what holiday it is.



Cranberry Sauce

It started in the Northeast and it's most popular in the Northeast even if most of it comes out of an Ocean Spray can.



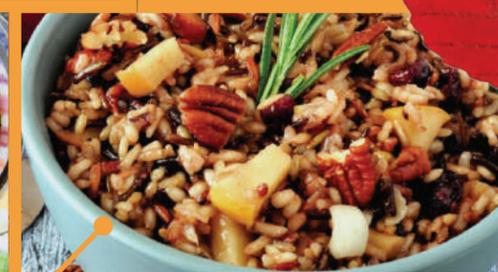
Pumpkin Empenada

A delicious mashup of seasonal pumpkins with the Mexican traditions you find in the Southwest.



Wild Rice

Either made on the side or in the bird, Wild Rice Casserole is a delicious Midwest delicacy.



Fried Turkey

More Texans deep-fry their turkey than anywhere else in the U.S. Insurance records for accidents during cooking prove it.



Mac & Cheese

It may have started in the South but it's a staple food all year long for many because it's delicious.



Sweet Potato Pie

If you're in the South then your family has a signature Sweet Potato Pie recipe and we are willing to try them all.



Key Lime Pie

Its the state pie of Florida and the dessert's citrus flavor makes the holiday match the weather. Sunshine anyone?



Green Bean Casserole

Although it was created by Campbell's Soup Co. on the East Coast, this casserole is most popular in the Midwest states.

TICK, TICK, ZOOM!



500m
ACTIVE USERS

56%
MALE

44%
FEMALE

41%
16-24 YEARS OLD

16%
30-39 YEARS OLD

52min
AVERAGE TIME
SPENT ON
APP DAILY

\$4/CPM
STARTING COST
OF TIKTOK ADS



140m
ACTIVE USERS

65%
MALE

35%
FEMALE

50%
18-34 YEARS OLD

21%
13-17 YEARS OLD

95min
AVERAGE TIME
SPENT ON
SITE DAILY

\$3.5/CPM
STARTING COST
OF TWITCH ADS

Advertising on platforms like TikTok and Twitch has taken off. Now is the time to jump on the bandwagon before the clock strikes midnight and the trend is over. Wondering who you will reach on TikTok and Twitch? These are the quick facts and demographics you need to know about advertising on these platforms.



WE'RE MAD ABOUT MADISON

There is a lot of surprises you will find out about this Dixie girl after a 10 minute conversation. Madison may be from Alabama, but she fits right in when you take her out of the southern state and put her in the big city (even if that big city is in Europe). She's an animal advocate, avid traveler, garden guru and all around fun time, but for us at 25th Hour she is an Advertising Manager. Its one of the many skills this Southern Belle has to offer all topped off with a bright smile and contagious giggle.

WE'RE MAD ABOUT MADISON

What made you get into the field of advertising?

I grew up loving to look at the advertisements in magazines or commercials on TV and always felt inspired by them. When I started my undergrad in college I knew I wanted to go into Marketing or Advertising. I changed my major a few times but ended up in Advertising and am very happy that I did. The University of Alabama has one of the best advertising programs in the country, and during my time there I learned so much and genuinely loved what I was learning and the work I was getting to do. I feel so blessed to have found 25th Hour.

What does 25th Hour do differently for its clients that other companies do not?

I really love the fact that we do all marketing and advertising in-house. We don't have to rely on a third-party to build an ad or get a press release written. 25th Hour has the resources and skilled employees that other marketing agencies just don't have. The support that everyone gives each other on this team is unlike any work environment I have ever experienced. Everyone on this team is just genuinely kind and always looking for ways to help each other out!

What trends do you want to see change in advertising?

There is nothing I dislike more than Influ-

encer Marketing (where brands pay celebrities/influencers to post about their product on their social media accounts). I know it has been statistically proven to be effective, but in my opinion it feels so fabricated. 90% of the time the person advertising the product has never used it to begin with, and it is just a big lie to their followers.

What do you like to spend your weekend doing?

I like to spend time with my friends and family, visit my brother's farm, go out with friends, take my dog for long walks and travel every now and then. I used to travel

a lot pre-COVID and am hoping to again soon. I don't like to just sit around and I always need to be doing something! If I have a day where I'm not doing anything I like to find home improvement projects, like painting a room or doing some kind of DIY upgrade.

Do you have any career goals you would like to accomplish in the next year?

I'm currently in graduate school at The University of Alabama getting my master's degree in Advertising & PR and planning on graduating December 2022, so I am very excited for that. I love what I do and learning as much as I can about this industry I believe will allow me to continue to succeed! As far as my career, I really would love to continue to grow within this company and learn as much as I can from all the amazing people I work with!

“The support that everyone gives each other on this team is unlike any work environment I have ever experienced.”

20 RAPID FIRE QUESTIONS

Where is your dream vacation to and why?

An African safari because of my love for animals

Biggest pet peeve.

When people interrupt me. Shout out to my mom

Favorite family meal.

Mom's homemade gnocchi

Name 1 thing on your bucket list.

Visit all continents including Antarctica

What's in a Madison omelet?

Eggs, tomato, avocado, chives, cheddar cheese, red peppers. Don't forget to season. Salt and Pepper!

What's one thing you can't live without?

My doggy Gigi

What's your strangest habit?

Talking to my dog

Who is your celebrity crush?

Taylor Lautner

What Was The Last Text You Sent and To Who

"Are you sure its not venomous?" - My Brother

If you could live anywhere where would it be?

With my family in Italy

Hit Shuffle On Your Phone and Tell Us What Song Plays

"Carona and Lime" Shwayze

What necessity do you hate spending money on?

Food

If you weren't in marketing what would be your career?

Be in a rockband

What talent do you wish you had, but you don't?

Gymnastics flips

Go-to Starbucks order?

Iced green tea no sweetner

If you had to pick a TV family to live with who would it be?

The Kardashians

Name your favorite past Halloween costume.

Cleopatra

Dogs in clothes. Yes or No?

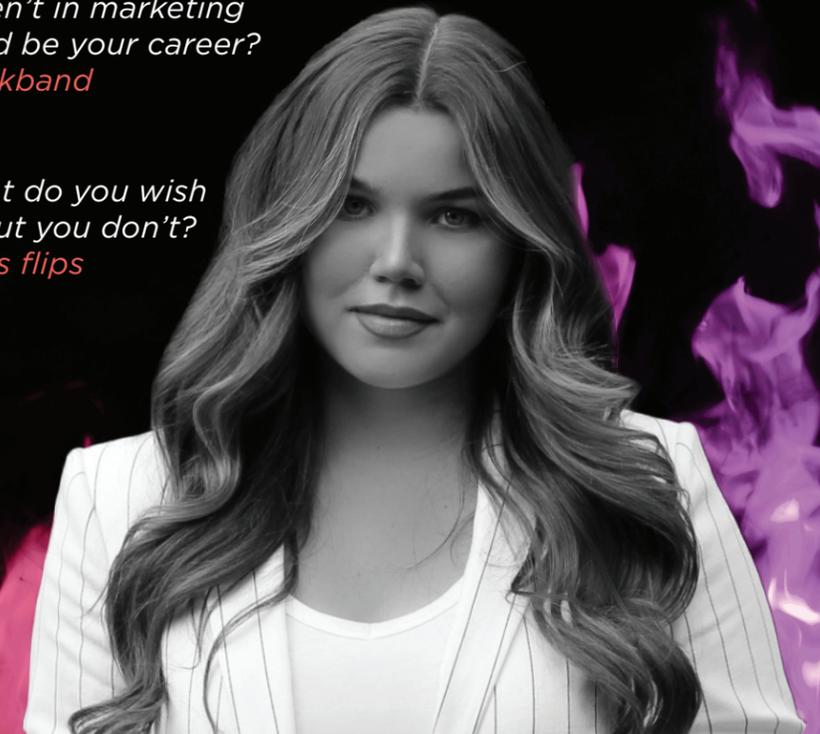
No. Unless they need a sweater for the cold

You won 5 Million Dollars. Name the first thing you buy.

A bigger house

What is your favorite app to waste time on?

Pinterest



Going Mental

By: Gregg Wood

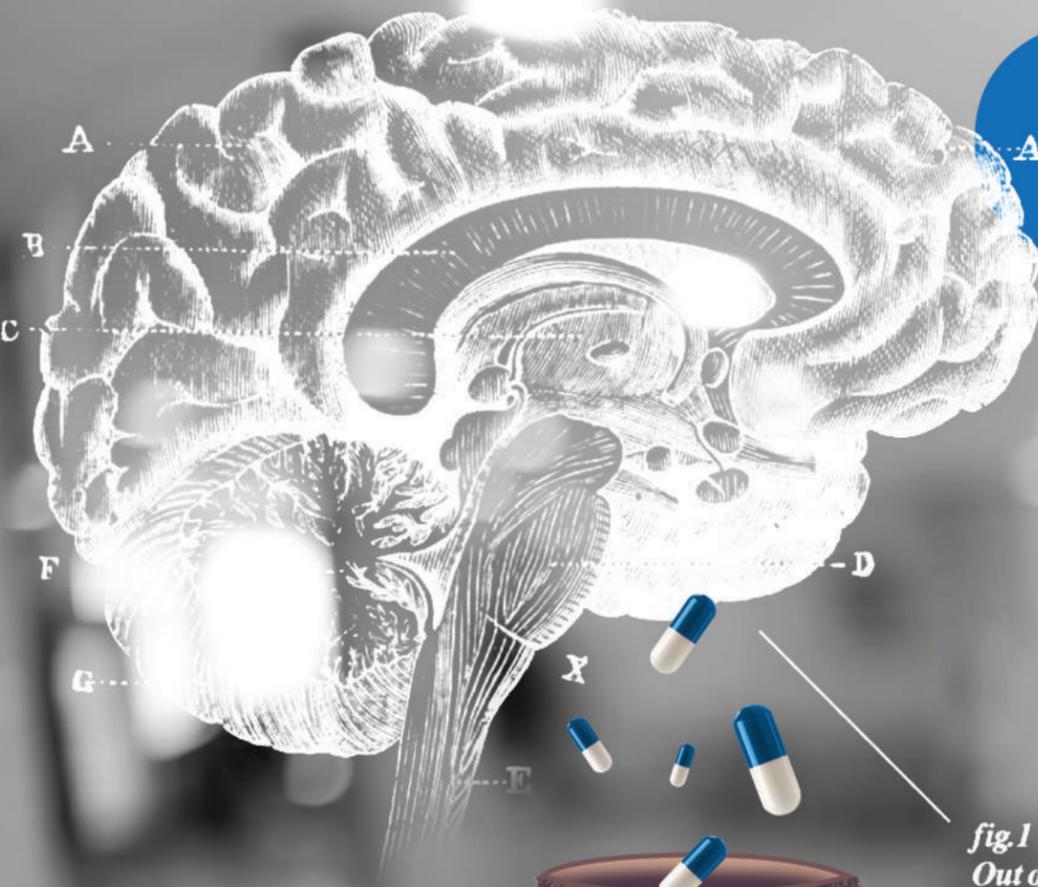


fig.1
Out of network



Mental health is just as important in the workplace as it is in your everyday life. Now that many people are working at home due to the pandemic - where you spend your everyday life and worklife are one in the same. The World Health Organization says 300 million people around the globe suffer from depression, and it is the leading cause of workers going out on disability. There are many reasons why people choose not to seek treatment for their mental health, be it cost, embarrassment, or a variety of other circumstances. **October 10th is World Mental Health Awareness Day**, and we wanted to share some tips from experts on keeping your mental health in check both at home and in the workplace.

Take Breaks

It's always a good idea to gather your thoughts. Take a short walk during lunch, or take a 5 minute breather at your desk. It will help you de-stress when things get overwhelming.

Make Lists

A mounting pile of work can cause stress and anxiety very quickly. Make a to-do list of your daily and weekly tasks. Having a list can help relieve some of these anxieties and help you not feel overwhelmed.

Set Goals

Don't get overwhelmed. Don't allow yourself to be overworked. Setting attainable goals that are reasonable to achieve will help you feel accomplished and stop your work day from becoming daunting.

Deep Breathing

Meditation, deep breathing and simply mentally removing yourself from your surroundings is a great way to decompress during a hectic day.

Add Personal Items

If you are still working in an office setting then you can add personal items to your work area. Photos of loved ones or a newspaper comic that always makes you smile will help you have a focus point during the day when things become too much and you need to feel positive and centered.

Drink Water

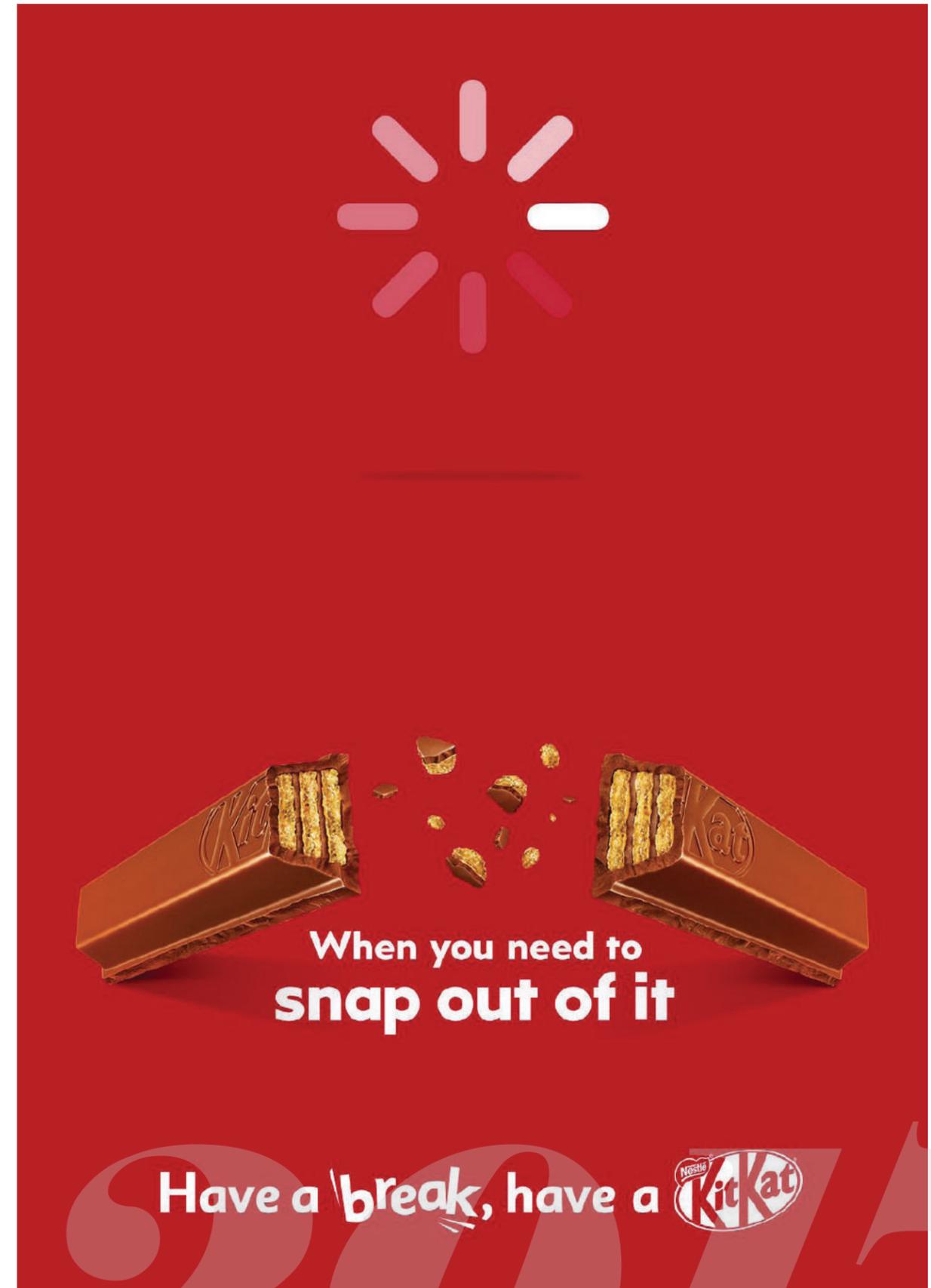
Everyone already knows water is good for the body. Staying hydrated can help you stay focused and concentrate which will help reduce the effects of your workplace stressors.

Get Help

There is no reason to be embarrassed or ashamed about mental health. If you aren't comfortable with speaking to a professional in person you can always try telehealth options with apps like BetterHelp and Lemony. They are cost effective and are a great option for getting the help you need in the comfort of your home. Both apps are available for download on Android and iPhone.

ADVERTISING FLASHBACK

Advertising has been around for hundreds of years, taking on hundreds of different forms. The slogan is the same, but these concepts based on the work day has changed between these ads for **KitKat Candy from 1957 and 2017.**



HOLIDAY ADVERTISING

FIVE QUICK TIPS FOR SUCCESSFUL ADVERTISING DURING THE HOLIDAY SEASON.

By: Madison Pizzato



You might find yourself wondering if it's too early to begin planning your holiday marketing campaign. The answer is no, it's never too early to start preparing, especially in our world today. With everything continuing to become more and more digital, including more consumers shopping online, early planning is imperative. There's no better time than now to start thinking about your holiday marketing campaigns and preparing early will set you up for success. The planning phase is arguably the most important part of a successful marketing campaign. A lot goes into it, and as long as you stick with these 5 key elements we have put together, your campaign will be ready just in time for the holidays!

1. TAKE A STEP BACK

The best way to learn is from your past successes and failures, and even taking a look at other companies too. Look back at last year's holiday marketing data to understand where you succeeded and where you could use some improvement. Analyzing your previous strategies and tactics will help you avoid making similar mistakes in your future campaigns. In addition to performance statistics, take a look at your audience data. Has your target audience changed in the past year? Who are you trying to reach now? Understanding these key elements of your audience will help you develop a campaign that inspires and makes an impact on your audience.

2. UNDERSTAND YOUR CUSTOMER

We know this seems a bit obvious, but the key to a successful holiday marketing campaign lies in knowing exactly who your audience is. If your target audience is a younger demographic, consider allocating more of your budget to social media advertising versus running more traditional advertising. We are all currently living in a world where we have never had more distractions, and it is important to meet your audience exactly where they are. Having a marketing campaign that is created specifically for your audience will allow you to successfully get your message across and make you stand out from competitors.

3. DON'T PROCRASTINATE

One of the most common, but most pre-

ventable mistakes made during the holidays is getting started on your marketing planning too late. As each year goes by, holiday shopping is done earlier and earlier in the year. Consumers like to get their shopping done early so they can relax and enjoy the actual holiday season. This means you'll need to start your marketing planning as early as September.

4. KEEP IT SIMPLE

During the holiday season, it can be easier than ever to go overboard with your marketing campaign planning. However, it is important to make sure you are not overwhelming your target audience with extravagant tactics or over the top visuals. For example, if you are doing email marketing, make sure you are not sending out an email every single day to your subscribers, as it will most likely have the opposite effect on them than what you are hoping for. The key to a simple holiday campaign strategy is generally made up of one idea, one benefit and one call to action in each advertisement.

5. COMPETITION WILL BE HEAVY

The holiday season is the most common time of the year for companies to launch marketing campaigns. Make sure you are prepared for other advertisements to be circulating from your competitors. While there is nothing you can really do about this, you can make your own brand stand out with great copy, eye-catching graphics and carefully planned strategies.

CRYPT-O-GRAPPLE

CLUE: Z=T

QYG LIKZ LMDYZMDY M ADZZAG HDZ QR KILLGW,
GBGY DY ZCG LDNNAG QR UDYZGW.”

- CGYWJ NMBDN ZCQWGM I

SPOT THE DIFFERENCE

Spot the 5 differences in these two photos.



A scene from the Disney film *Hocus Pocus*

PLOINMTRS WORDEDFR WXSEARCH AXPFOQIDS

- | | | |
|--------------|---------|-----------|
| autumn | family | leaves |
| thanksgiving | monster | stuffing |
| candy | pumpkin | halloween |
| turkey | | |

P H I K M O B Y J L T A V Q I
P S W R E Z N E M T R M O H Z
R Q T L B K Z O S X Y C U N P
A C L U S K M O N S T E R S Q
F U B P F H P W U D X W P H W
R N T F H F M B Z O S F U T M
X C I U A A I E P D G B M E C
H J B X M Y L N L K W C P J F
T N A F B N L L G Z G A K A F
D U U R E N E G O R J N I V A
R X R T T G A L H W G D N I M
U K M K L D V A O P E Y T R I
K N C Q E W E J G A K E W B L
L C D A K Y S Y V O N M N D Y
H T H A N K S G I V I N G W B

1. Color changed on Mary's cloak
2. Embroidery removed from Winifred's coat
3. Mary and Sarah's eyebrows removed
4. Color changed on Winifred's lips
5. Sarah's mole removed

Spot The Difference Answer:

“One must maintain a little bit of summer, even in the middle of winter.” - Henry David Thoreau

Cryptograpple Answer:

**A new way
to shop for your
ad campaigns
is coming soon.**



COMING SOON

eklips

by 25th Hour Communications