

BILL WARD KEEPS “DIGGING FOR WORMS” IN NEW MARKETING BLOG: DR4WARD.COM

ROCHESTER, NY (April 10, 2008): Are your marketing messages “saying” what you want them to say? Are you reaping the results you seek? If your messages aren’t hitting their mark, if you aren’t certain of their effectiveness, if you feel like your words are merely noise on the net, (or worse, static in your clients’ ears) a visit to www.dr4ward.com could be just the answer. This new blog by marketing professor Dr. William Ward, from the College of Business at Alfred University, is full of provocative observation and thoughtful insight into interactive marketing and 36 degree branding in a digital world.

Dr. Ward, aka DR4WARD.com, slams the integrated marketing communications/360 degree branding space with the why’s and how’s no one else is asking, always using what he calls his “4ward philosophy.” And, he signs his posts with a compelling invitation to learn more about his trademark story by adding this simple signature, “keep digging for worms.” You have to visit the blog to learn what he means by that!

“The purpose of this blog is to provide diagnosis and prognosis of concepts such as integrated marketing communications / 360 degree branding and to engage readers in a discussion of their impact on society,” Ward says. “I hope we can help each other understand what these terms really mean.”

Want to know how the Academy Award ads stacked up or which Super Bowl ads scored a touchdown? DR4WARD gives you his take on the effectiveness of these million dollar commercials, and points out why a number of them flat out failed.

From pharmaceutical companies to Apple computers to alcohol marketing and all the way to cause marketing to women, Ward taps into his extensive background and world travels, to spark discussion on interactive marketing and 360 degree branding. Some of his content flows from classroom discussions with students at Alfred, and some of it from his own observations.

Dr. Ward has been quoted in *USA TODAY*, *The New York Times*, *The Wall Street Journal*, *The Christian Science Monitor*, *The Lions Daily*, the *Associate Press Wire*, and has also been interviewed on radio and television. He serves as Collegiate Chair on the board of the Rochester American Marketing Association (RAMA) where he is also a guest blogger; <http://www.ama-rochester.com>. He has studied and practiced marketing since he was nine, and has taught international marketing at universities in the U.S., China, Italy, and France.