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## **Insight|SGW Head Interviewed On Key National Advertising Issues**

*—Dr. Walter Guarino discusses marketing and promotion surrounding the Super Bowl, Presidential Inauguration and advertising during a recession —*

**Montville, NJ (January 23, 2008)** – Insight|SGW President Dr. Walter Guarino appeared on Washington D.C.’s talk radio WTOP on January 11, providing expert commentary on Super Bowl, financial and political advertising. A veteran ad man as well as Professor of Advertising at Seton Hall University’s Graduate School of Communications, Guarino was interviewed most recently by the Los Angeles Times and *USA TODAY*.

During the radio segment, Guarino spoke about the fact that advertising sales will most likely hit an all-time high on this year’s Super Bowl, despite many articles to the contrary. Those articles were mostly based on the decisions by FedEx and GM to drop out of this year’s super event. On the other hand, Hollywood is jumping into the game like never before with 11 movies to be promoted and some others waiting in the wings to take up the remaining unsold minutes. “It makes sense for a recession-proof industry to promote their upcoming blockbusters in the Super Bowl,” says Guarino. He noted how successful it was in the past for films like “Independence Day.”

Guarino also discussed advertising and promotion centered on the Presidential Inauguration. He explained that this was not a risky strategy as long as it does not cross the line when it comes to being appropriately tasteful and easy for the public to understand that the efforts are uplifting and positive as the new President takes office. Guarino added: “Who wouldn’t want to be associated with an incoming President who is

considered by the majority of the nation to be the one who will provide hope and solve the problems we are facing today?”

Guarino’s appearances this year include Stu Taylor’s *Equity Strategies*, the #1 radio talk show in New England and one of the most popular programs in the country. He also has appeared several times on Comcast’s *One-on-One* with Steve Adubato in addition to interviews with Bloomberg radio, the New York *Daily News*, *New York Post*, *Star-Ledger*, *Atlanta Constitution*, ABC radio network and *Associated Press*, among others. Most recently, he appeared on his favorite Texas radio talk show on WXYL (which he has done annually for several years) and provided comments to MSNBC.com for their annual Super Bowl wrap up.

Guarino is President and Managing Partner of Insight|SGW, a brand positioning and research company that uncovers the unique positioning of a brand. It is part of SGW Integrated Marketing Communications, Inc.

#### ***About SGW***

*SGW is a full-service Integrated Marketing Communications firm with in-house expertise in research; creative design; Web site design, development, and hosting; online promotion; public relations; media planning; and video and multi-media production. All of our groups either work independently with clients or as part of one agency of record team.*

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