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BLOG

The Ongoing Ramblings of A Media Startup

APRIL 27, 2007

John K Gets Flash



John Kricfalusi, the FM Author of [All Kinds of Stuff](#) and a pioneer in Web animation, has been featured in a fascinating in-depth profile and interview on [Cold, Hard Flash](#). Especially interesting to those of us at FM is the discussion of his work with FM advertiser [Raketu](#):

AARON: Your recent collaboration with Raketu created quite the buzz on the internet. Have you heard from the company on how the campaign is working?

JOHN: Well, they told me that since the launch they had multiplied their downloads by a huge percentage, so I figure that\'s a good sign. I hope to do more cartoons with them. They are a good group. Oliver McIntyre, the marketing director was all over the concept and really wanted to define Raketu as a unique brand. Oliver and I met along with the owner of Raketu, Greg Parker, in New York to go over all the concepts and I kind of wrote them on the spot as they showed me what Raketu was all about.

This is how I would love to work with sponsors. Show me the product, tell me what the selling points are and then let me come up with an entertaining way to pitch it so that the audience actually wants to watch the commercial. That was the concept behind my fake commercials in Ren and Stimpy. Log, Powdered Toast, etc. - I wanted to show that you could make commercials that people would love as much as the show itself.

Posted by John Battelle at 08:09 AM | [Permalink](#) | [Comments \(0\)](#)

APRIL 24, 2007

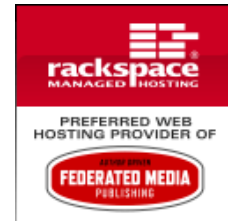
Study: Conversational Media Converts!

[This Blue Lithium study](#) claims that ads next to what they call UGC (I\'m not a fan of that term, I prefer [Conversational Media](#)) do better. From the release:

On average, user-generated content (UGC) sites provide a lower cost per conversion than non-UGC sites. That\'s the surprising finding from a new study published today by BlueLithium Labs, the research division of ad network BlueLithium.

Questions about the brand risk of running ads within or adjacent to user-generated content have been debated extensively in the advertising trade press. However the issue of whether user-generated content Web sites perform as well as editorial Web sites for marketers has not been explored. BlueLithium had, in fact, received queries from its own marketing clients regarding the price performance of UGC vs. non-UGC Web sites, so to help answer that question for its clients, the company undertook a thorough, unbiased, nine-month quantitative study.

SEARCH



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Posted by John Battelle at 11:56 AM | [Permalink](#) | [Comments \(0\)](#)

Welcome, Mark!



Our new Director of Business Development, Mark Weiss, brings over eight years of Internet experience to FM. He has held roles in sales and business development at leading technology companies such as Yahoo!, HotJobs.com, Vibrant Media, and EurekaStar. Prior to FM he was the head of business development for EurekaStar where he secured partnerships with large online publishers such as Forbes.com and Time4Media. He was with HotJobs.com from its pre-ipo days in 1999 to 2002 when it was bought by Yahoo. In 2002 he transitioned to Yahoo headquarters as a Sales Producer for Yahoo Local. Mark holds a bachelors degree from Boston University where he rowed on the Division 1 Crew Team and an MBA from the University of San Francisco.

We're thrilled to have Mark here, he's already hard at work bringing new opportunities to our growing network of high quality authors!

Posted by John Battelle at 11:35 AM | [Permalink](#) | [Comments \(1\)](#)

APRIL 12, 2007

ColourLovers v. the Big Guys



From [Darius](#) at ColourLovers, an FM Graphic Arts site:

COLOURlovers is in the running for Best Community Website of 2007 against, Delicious, Flickr, Threadless & Yahoo! Answers.If my competitors don't win a Webby Award this year, I don't think they're going to miss any sleep over it. This isn't "I Win, They Lose." All of them have already won. They're worth millions of dollars. They've made it.....COLOURlovers on the other hand is a grass roots site, Nowhere near acquisition, Still largely in debt, and Facing sites with x50 the traffic and membership.

So, this is the favor I ask of you, nay, my call to action! Help our little community beat 4 of the biggest communities out there. Vote for COLOURlovers in the [People's Voice Awards](#).

Gotta love the little guy! It reminds me of [Horton](#)!

Posted by John Battelle at 07:30 AM | [Permalink](#) | [Comments \(1\)](#)

APRIL 10, 2007

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[March 2006](#)

[February 2006](#)

[January 2006](#)

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[November 2005](#)

[October 2005](#)

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