

## MONDAY » MEDIA &amp; MARKETING

## Agency's napkin ads target young adults

By Taryn Luntz  
Examiner Staff Writer

**Clients:** Absolut Vodka, American Express and others.

**Job:** To distribute the clients' messages to the prime 18-34-year-old demographic or other targeted demographics in a unique way.

**Agency:** JI Worldwide Inc. of Bethesda.

**Theme:** "A Picture is Worth a Thousand Words"

**The Concept:** To provide bars, nightclubs, sports venues and airlines with free "HD" napkins that have clients' attractive magazine ads printed in high-quality color on both the outside and inside panels.

**The Plan:** JI Worldwide developed a method for clients to use their existing print ads to reach a wider audience. By providing bars and clubs with free high-quality three-ply napkins with attractive color ads printed on them, the marketing firm could grab the attention of the coveted 18-34-year-old demographic in an environment where they are relaxed and undistracted by other media.

The company has established a distribution network of bars, clubs and sports venues nationwide and also has a distribution deal with US Airways.

**Creative Team:** Jay Jaber (CEO and creative director), Sue Garrett (creative director), Dan Elbaz (marketing director), Berbyn Levy (international director).



JI Worldwide Inc. of Bethesda has contracted with three firms, including Absolut Vodka, to provide bars, nightclubs, sports venues and airlines with free "HD" napkins that have clients' attractive magazine ads printed in high-quality color on both the outside and inside panels. - Getty Images

**Background:** JI Worldwide launched in January, and the HD napkin campaign is its only current project.

**Working on Next:** The company plans to recruit high-end clients such as Mercedes-Benz by developing distribution deals with country clubs or Rodeo Drive establishments to reach a more exclusive clientele.

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## America's top 10

## BEST-SELLING BOOKS

FOR THE WEEK ENDED SEPT. 28

FICTION

Title	Author
1 You've Been Warned	Patterson, Roughan
2 Thousand Splendid Suns	Hosseini
3 Dead Heat	Francis, Francis
4 Making Money	Terry Pratchett
5 The Bone Garden	Tess Gerritsen
6 Pontoon: A Novel...	Garrison Keillor
7 Wheel of Darkness	Preston, Child
8 Guiding Light...	London, Adams
9 Bones to Ashes	Kathy Reichs
10 The Quickie	Patterson, Ledwidge

NONFICTION

Title	Author
1 Age of Turbulence...	Alan Greenspan
2 If I Did It...	The Goldman Family
3 The Secret	Rhonda Byrne
4 Louder Than Words...	Jenny McCarthy
5 Power to the People	Laura Ingraham
6 Giving	Bill Clinton
7 The Weight Loss Cure...	Kevin Trudeau
8 The Nine	Jeffrey Toobin
9 The Heroin Diaries...	Nikki Sixx
10 War: An Intimate History...	Ward, Burns



The former Federal Reserve ch

## BROADCAST TELEVISION

FOR THE WEEK ENDED SEPT. 23

Title	Network
1 Sunday Night Football	NE
2 CSI	CE
3 Survivor: China (S)	CE
4 Sun Night NFL Pre-kick	NE
5 Cold Case	CE
6 60 Minutes	CE
6 Shark	CE
6 Without A Trace	CE
9 Deal Or No Deal	NE
10 Two And A Half Men	CE

## BOX OFFICE

SEPT. 28-30, IN MILLIONS (ESTIMATED)

Title	Total
1 The Game Plan	\$22.7
2 The Kingdom	17.7
3 Resident Evil: Extinction	8.0
4 Good Luck Chuck	6.3
5 3:10 to Yuma	4.2
6 The Brave One	3.8
7 Mr. Woodcock	3.0
8 Eastern Promises	2.9
9 Sydney White	2.7
10 Across the Universe	2.1

## ALBUM SALES

FOR THE WEEK ENDED OCT. 6

Artist	Title
1 Reba McEntire	
2 Kanye West	
3 50 Cent	
4 Barry Manilow	The Greater
5 Kenny Chesney	Just W
6 Soundtrack	High School
7 James Blunt	All The
8 Chamillionaire	Ultima
9 KT Tunstall	Drastic
10 Twista	Adrenaline F

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