



# Business Suite®

Instant access to three business databases

## **THE COMPLETE BUSINESS INFORMATION RESOURCE**

This unique resource combines three acclaimed RDS business databases in a single, easy-to-use database providing instant access to comprehensive data on the entire range of business topics. *RDS Business Suite* provides balanced and highly focused full-text coverage of company and industry news, management practices and market research information.

*RDS Business Suite* combines the strengths of *RDS® Business & Industry®*, *RDS® Business and Management Practices®* and *RDS® TableBase™*. Thousands of international business sources are easily accessible with our updated, intuitive search interface and detailed indexing. Widely acknowledged for their own distinct focuses and areas of expertise, these databases form a core business reference collection of leading international business sources, plus tens of thousands of tables with strategic data.

### **RDS BUSINESS & INDUSTRY**

*RDS Business & Industry* is an acclaimed multi-industry business database with a strong global focus on company, product and industry information. Now available with an updated user interface, *RDS Business & Industry* features detailed indexing that ensures easy and successful searching — plus the valuable facts, figures and trends users will need to gain a strategic and competitive edge. Invaluable for corporate, business and information professionals as well

as students and general researchers, *RDS Business & Industry* is the perfect resource for a wide range of research needs.

*RDS Business & Industry* draws its content from more than 1,800 of the world's most authoritative business publications, including premier trade and business journals, leading industry newsletters, plus a broad collection of regional, national and international newspapers. *RDS Business & Industry* covers all manufacturing and service industries including the hot new companies, products, brands and applied technologies that are the driving force behind today's global economy.

### **RDS BUSINESS AND MANAGEMENT PRACTICES**

*RDS Business and Management Practices* is a unique, detailed database focusing on the processes, methods and strategies of managing a business. *RDS Business and Management Practices* is invaluable for corporate, business and information professionals as well as students and general researchers, delivering real-world know-how about business planning, decision-making and management issues.

*RDS Business and Management Practices* emphasizes the practical side of business and management, namely, how organizations make decisions, adopt and implement new technologies and techniques, and plan for change and expansion. By focusing on real-life applications, case studies and explicit "how-to" guidelines, *RDS Business and Management Practices* provides users with an effective and

Search Results, matches 1-20 of 75  
 Words and Phrases: Automotive Advertising  
 Published on or After: 01/01/2006  
 Published on or Before: 06/30/2008

Business & Industry (75)	Business & Management Practices (16)	TableBase (9)
Next >		
<input type="checkbox"/>	<b>A Live Promotion, at 14,000 Feet.</b> <i>Business/Financial Desk</i> New York Times (National Edition) (June 06, 2008)	Word Count: 803
<input type="checkbox"/>	<b>CBS sits out 'the dance' for now; Moonves talks with ad buyers, but significant deals might be a ways off.</b> <i>INSIDE TRACK: Television</i> Hollywood Reporter (May 30, 2008)	Word Count: 407
<input type="checkbox"/>	<b>SEXY AT 50.</b> <i>Column</i> AutoWeek (April 07, 2008)	Word Count: 406
<input type="checkbox"/>	<b>Car Crash?</b> <i>Broadcasting &amp; Cable</i> (March 31, 2008)	Word Count: 1491
<input type="checkbox"/>	<b>Moonves Says CBS Can Weather Recession.</b> <i>Leslie Moonves</i> AdWeek Online (March 13, 2008)	Word Count: 426
<input type="checkbox"/>	<b>Finding automotive advertising balance.</b> <i>Free for all: REPORTS AT NO COST</i> Research Alert (December 21, 2007)	Word Count: 147
<input type="checkbox"/>	<b>'Fortune' debuts major redesign; Move part of larger Time Inc. restructuring aimed at reversing business titles' ad slide.</b> <i>Business Media</i> BtoB (December 10, 2007)	Word Count: 755
<input type="checkbox"/>	<b>Consumers are accustomed to advertising in new media, though marketers must be wary of annoying them.</b> <i>Research Alert</i> (December 07, 2007)	Word Count: 1020
<input type="checkbox"/>	<b>NMA ITV: ITV data.</b> <i>New Media Age</i> (December 06, 2007)	Word Count: 509
<input type="checkbox"/>	<b>NEW YEAR NOT LOOKING HAPPY FOR MAGAZINE PUBLISHERS: In this iffy economy, only titles that rely on luxury advertisers seem optimistic; the rest are just hoping things won't get any worse. Here's a glimpse into 2008.</b> <i>News</i> Advertising Age (December 03, 2007)	Word Count: 632
<input type="checkbox"/>	<b>ACEA mulls ad code for CO2 in cars.</b> <i>News</i> Automotive News Europe (November 26, 2007)	Word Count: 345
<input type="checkbox"/>	<b>Mark Dolliver: Welcome to the Showroom Floor.</b> <i>NATIONAL</i> AdWeek Online (October 22, 2007)	Word Count: 129
<input type="checkbox"/>	<b>Hey, that shopper is trying to flee!</b> <i>The Consumer</i> Adweek (October 22, 2007)	Word Count: 132
<input type="checkbox"/>	<b>Report sees auto ad spending at 6-year low.</b> <i>News</i> Automotive News (October 08, 2007)	Word Count: 416
<input type="checkbox"/>	<b>HOW TOYOTA BECAME 'AMERICA'S CAR': BOOK EXCERPT: Consumers who consider the automaker a local company are missing one key point.</b> <i>News</i> Advertising Age (September 24, 2007)	Word Count: 1765
<input type="checkbox"/>	<b>This Just In.</b> <i>Greektown Casino Management Board suspends Fred Paquin</i> Crain's Detroit Business (September 10, 2007)	Word Count: 935
<input type="checkbox"/>	<b>MEMO PAD: EMAPPING OUT A PLAN...CLOSET WANDERER...HEALTHY INCREASE...</b> <i>Apax Partners Worldwide L.L.P.</i> Women's Wear Daily (July 31, 2007)	Word Count: 883
<input type="checkbox"/>	<b>Chrysler zaps Nitro ad that gave it pause.</b>	Word Count:

▲ Typical results of an advanced search of "Automotive Advertising"

easy-to-use management tool for keeping abreast of methods useful within any organization.

### RDS TABLEBASE

This unique resource specializes in providing researchers with tabular data on companies, industries, products, demographics and other key business information. *RDS TableBase* covers more than 90 industries and is international in scope, giving users unparalleled access to tables from up-to-date business references. Thousands of tables are added annually.

### THE COMPLETE SOLUTION

Combining these three databases, *RDS Business Suite* is the essential resource for virtually all business research needs. This comprehensive package provides a focused, online collection of information covering everything from company and industry news to market research and case studies.

Return to Search Results

Business & Industry (75)

170708109 Business/Financial Desk

Title: A Live Promotion, at 14,000 Feet.  
 Source: New York Times (National Edition), 137 (6/03): C2, June 06, 2008. ISSN: 0360-6331  
 Publisher: The New York Times  
 Document Type: National Newspaper  
 Record Type: Fulltext  
 Word Count: 803  
 Publication Country: United States  
 Language: English

Text:  
 "THIS is live, at 14,000 feet, over Spain," a man shouted over the roar of the wind as he and a group of fellow skydivers plunged toward the earth near Madrid.  
 Before deploying their parachutes, they created human formations spelling out the letters H, O, N, D and A. The jump was broadcast live on Channel 4 in Britain last week, during a three-minute commercial break from a reality television program.  
 Live TV advertisements have been making a comeback in the United States, usually with the host of a late-night program promoting the virtues of a specific product — for instance, Jimmy Kimmel and a skit about Quikrete ends. The idea is to reach people who normally fast-forward through commercials, and at the same time to have the host's popularity set off on the board.  
 Honda Motor, the Japanese automaker, has gone to particularly great lengths with its skydiving stunt in Britain. Instead of having a pair of comedians in a TV skit read lines from a script, the ad involved 19 skydivers doing a dangerous jump that was subject to the vicissitudes of the weather as well as the synchronization of two airplanes.  
 Honda and its ad agency in Britain, Watson & Kennedy, developed the idea to illustrate the tag line "Difficult is worth doing," which is being used to promote a new version of the Accord.  
 It is the latest in a series of high-concept spots for the British unit of Honda. The last of those ads, in 2003, featured dozens of actual car parts arranged in a comical sequence; the parts seemed to take on a life of their own after a rolling cog set off a chain reaction.  
 The follow-up, an unrelated spot that introduced a new diesel engine in 2004, featured the humorist Geriatric Kellin singing a jingle with the chorus, "Here something, change something, make something better."  
 Both of these spots, as well as more recent Honda ads in Britain, rejected the convention of *automotive advertising* — spot utility vehicles splashing through mud, sport cars charging along mountain roads and the like. The live spot continues that tradition.  
 "We're good at selling vehicles," said Iain Armstrong, manager for customer communications at Honda in Britain. "I think the point is people like good content, whether it's a book, a TV program or an ad. Our job is to make good ads that people want to watch."  
 Live advertising, which was the norm in the early days of broadcasting, has made a comeback in part because of the increasing use of digital video recorders. By tuning ads into events, advertisers hope to keep viewers interested.  
 In Honda's case, the audience actually grew from just under 2.1 million at the start of the spot to more than 2.2 million when it ended three minutes later, said Becky Allen, a spokeswoman for Channel 4.  
 The ad element contributes toward a total contribution by Watson & Kennedy, Channel 4 and Edwards, London, which began agency. The ad is

▲ Typical document display.

### FOR MORE INFORMATION

Contact your Gale Representative. In the U.S. and Canada call 1-800-877-GALE, or visit [www.gale.com](http://www.gale.com). Outside the U.S. and Canada visit [www.gale.com/world](http://www.gale.com/world) for a list of Distributors and Sales Offices.