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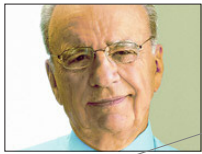
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Book of Tens: Ten Who Made Their Mark in 2009



TIM ARMSTRONG
CEO, AOL

Tim Armstrong shocked the online-advertising world when he announced in March that he was leaving Google to helm the much-maligned AOL. What could he possibly want with a 1.0 portal and dying dial-up biz? Turns out he sees a next-generation media company -- a content powerhouse for big brands. He's also running a newly public company, as of Dec. 10. Will the strategy work? Too early to tell. But wouldn't it be rich if AOL, of the disastrous Time Inc. marriage, redefined consumer media for a digital age?



RUPERT MURDOCH
CHAIRMAN-CEO, NEWS CORP.

Nobody did more this year to make newspapers re-expensive content away on the web, Murdoch see newspaper sites! Disappear from Google search results without appearing in Google search results, does needed to take another look -- and they did, large



JOHN MCGARRY
CEO, MCGARRYBOWEN

At 69, John McGarry has already had a legendary his knack for striking up relationships with the cr of clients with him. He's since run one of the mos it sold the agency to Japan-based ad giant Dentsu successful launch of Droid, and the shop snagged



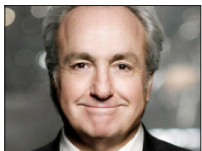
BOB LUTZ
VICE CHAIRMAN, GENERAL MOTORS

What a year it's been for Bob Lutz and his employ global product development in 2004, was due to r and communications. Although early on he said G and Chevrolet was calling in agencies for major la December, GM Chairman and interim CEO Ed Whit design and global product development.



BRIAN ROBERTS
CHAIRMAN-CEO, COMCAST CORP.

Mr. Roberts has long been associated with the m TV and computer screens. Now he's made a dram a twist that could well affect the marketing ind Roberts' company could also accelerate bold new able to manage a massive news operation, ride o



LORNE MICHAELS
EXECUTIVE PRODUCER, NBC'S "SATURDAY NIGHT LIVE"

Lorne Michaels is more than just the leader of NBC's vaunted "SNL." He's also a gatekeeper, as Pepsi and Anheuser-Busch InBev learned this year. Mr. Michaels and his team were instrumental in crafting one-of-a-kind ad ventures for each marketer that mixed in content from "SNL." In Pepsi's case, it was a series of ads based on long-running "SNL" skits. For Anheuser, it was sponsorship of behind-the-scenes peeks of SNL content that hadn't previously aired on TV. As more show-runners dive into this sort of ad management -- witness Marc Cherry's work for Sprint on ABC's "Desperate Housewives" and Tim Kring's ongoing efforts on NBC's "Heroes" -- they have the opportunity to become even more powerful in the business -- so long as their efforts don't hurt or undermine the programs they've spent so much time developing.



SARAH ARMSTRONG
DIRECTOR-WORLDWIDE MEDIA AND COMMUNICATIONS OPERATIONS, COCA-COLA

In the last year, Ms. Armstrong has been on a whirlwind tour touting Coca-Cola's value-based compensation model. She was hand picked to take implementation of the new model and has embraced it, speaking at ANA events about why the industry should embrace value-based compensation. In being named a Woman to Watch, Ms. Armstrong said she's comfortable being the individual at the company that people point to as an example. "I think we have a really compelling story to tell about where we've been and where we're trying to take this," she said.



ROGER EATON
PRESIDENT-CHIEF CONCEPT OFFICER, KFC

KFC's president and CCO steered the company through what became its most-successful launch ever: grilled chicken. Bedraggled by two years of same-store-sales declines, grilled chicken boosted sales, traffic and buzz, bringing new and lapsed users to the brand. But it could have been a disaster. A key launch component was an Oprah Winfrey-endorsed giveaway that overwhelmed stores. Mr. Eaton apologized on TV for the "kerfuffle," and offered consumers a rain check.



JEFF BEWKES
CEO, TIME WARNER

By giving the TV industry's biggest challenge a name, TV Everywhere, Bewkes helped brand an issue that will continue to plague media companies and advertisers in 2010 -- how will TV shows remain available to paying cable customers and still ensure marketers that their ads are being seen? For Time Warner, it's an industry-wide initiative to make cable TV programming available on an on-demand basis online to any multichannel subscriber.



MEGAN COLLIGAN AND JOSH GREENSTEIN
CO-PRESIDENTS OF MARKETING, PARAMOUNT PICTURES

These two may have figured out a way to manage both the upside and downside of Twitter. The so-called Twitter effect on viral movie buzz, the biggest enemy of films such as "Bruno" and "Land of the Lost," had the opposite effect for these two marketers. Colligan and Greenstein proved that bad buzz from social media has little sway on blockbusters ("Transformers" and "GI Joe") but good buzz can turn a \$15,000 horror film ("Paranormal Activity") into the most-profitable movie in the studio's modern history.



JOHN MCGARRY
CEO, MCGARRYBOWEN

At 69, John McGarry has already had a legendary run in the agency business, but he's not even close to done.

The longtime Y&R exec -- envied for his knack for striking up relationships with the crème de la crème of the marketing world -- left in 2002 to hang his own shingle, and took a slew of clients with him. He's since run one of the most successful Big Apple ad shops, McGarryBowen. In 2007, it opened in Chicago, and this year, it sold the agency to Japan-based ad giant Dentsu. This year marked the agency's best year yet; founding client Verizon returned for the uber-successful launch of Droid, and the shop snagged more work from Kraft and Pfizer's most popular brand, Viagra.