



NYCA Sums Up Weekly Google Zeitgeist List in One Sentence

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Full-service San Diego-based marketing agency NYCA has risen to a creative challenge, combining the 10 words in Google's weekly Zeitgeist in one sentence.

PR9.NET December 02, 2006 - United States, San Diego - A devotee of Google's weekly "Zeitgeist," in which the search engine giant reveals "search patterns, trends and surprises," San Diego-based full-service marketing agency NYCA has decided to create some trends and surprises of its own.

"When I was in college studying with John Gardner – a true genius of a writer – he'd give us these assignments where we had to write a whole story in one grammatically correct sentence," says Michael Mark, creative director/ceo of NYCA. "To keep our creative and media departments thinking outside the box, I thought it would be fun to challenge them to address the subject of popular culture and do the same thing."

Mark chose Google's Zeitgeist as the subject because it covers the most queried topics of the week. The challenge: combining all top 10 search words in one cohesive sentence. The result has turned into a powerful video exploratory of the happenings of the past week.

A recent entry covered the week's events like this: "Before the Thanksgiving (3) turkey (7) and green bean casserole (9) were prepared and before Best Buy (5) and Circuit City (4) opened their doors to Wii (6) -seeking Black Friday (2) shoppers, Michael Richards (1), more commonly known as Kramer, briefly re-emerged from obscurity when he directed racial epithets at audience members on a Friday and apologized on the David Letterman show the following Monday, the day Kelly Ripa (8) expressed her disapproval of Clay Aiken's guest hosting technique, specifically referencing the covering of the mouth incident, an act he later spoofed at the American Music Awards (10) with Tori Spelling and which Ripa had herself done to Regis twice."

All of "NYCA Zeitgeist Pie" entries can be found on www.nycainsight.com.

NYCA, a full-service advertising agency, opened its doors and arms to the world in March 2002. Clients include AutoAnything, San Diego Convention and Visitors Bureau, National City Mile of Cars, New Dental Choice, TaylorMade Golf, Rossa Putters, Maxfli Golf, TaylorMade Performance Labs, DIRECTV, ViewSonic Corp., Agent 155, The San Diego Union-Tribune, SignOnSanDiego.com, The EastLake Company, Kyocera Wireless, Penta Water, and others. The 38 remarkable NYCAers work on the beaches of Encinitas, California. Lucky, huh? Log on to www.nyca.com to learn more.

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About NYCA

NYCA (<http://www.nyca.com>) is a full-service marketing agency that grows businesses with inspired ideas. NYCA has grown business for clients like TaylorMade Golf, San Diego Convention and Visitors Bureau, Rossa Putters, Maxfli Golf, ViewSonic Corp., The San Diego Union-Tribune, SignOnSanDiego.com, The EastLake Company, Kyocera Wireless, DIRECTV, Penta Water, National City Mile of Cars, AutoAnything, First Dental Health, TaylorMade Performance Labs, and others.

Website: <http://www.nyca.com>