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AGENCY MAKES REAL-TIME "CAMPAIGN" OUT OF NESTING FALCONS

BY: CHRISTINE CHAMPAGNE

A pair of peregrine falcons in a family way is nesting on the ad agency's roof, and like proud parents, the employees are spreading the joyful news through a #CEFalcons campaign with a Tumblr at its core.



Editor's Note: After this story was posted, we learned that one of the babies was born on the morning of May 14 at approximately 5:54 a.m. Congratulations to the falcons as well as their extended family at Campbell Ewald.

When the folks at Campbell Ewald discovered a pair of peregrine falcons tending to a trio of eggs in a nest on the roof of their Warren, Michigan, office building, they couldn't keep the exciting news to themselves and decided to share it with the rest of the world.

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"We worked like a SWAT team," Lanivich says, noting that he was inspired to swing into action because of the instant feedback viral campaigns generate. "There is something that is really addicting when you watch a campaign you launch, and you see that there is a new write-up on it or somebody has tweeted about it. You're watching the buzz in real time."

Aside from the minimal costs of buying a subscription to Livestream as well as a URL, the campaign was free to produce. "Often, as advertisers, we take for granted what's available. We're used to paying for everything," Lanivich says, "and sometimes you just need to look at what's out there and utilize it."

As for how long the public will be able to follow the falcons, Lanivich believes the campaign will continue throughout the summer. "We are all waiting for this hatch, but the real obsession is going to occur when people start watching the babies. According to the DNR, they're probably going to fly off the building around August," Lanivich says, "and I would think we will probably stick with this at least through them flying off the building."

The mother and father falcon are known to the DNR--in fact, the agency has banded the birds for tracking. Do the falcons have names? "They probably already have names. We're waiting on the DNR to come out to actually validate who they are," Lanivich says, adding, "We've been notified that we will be able to name the babies."

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Christine Champagne is a New York City-based writer and TV critic whose byline has appeared in all sorts of publications, including Variety, Time Out New ... **CONTINUED**

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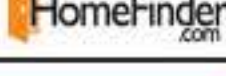
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Peregrine falcon egg hatches atop Warren ad agency building

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By Christina Hall
Detroit Free Press Staff Writer

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Happy Mother's Day — two days late!

One of three peregrine falcon eggs in a nest atop Campbell Ewald's building in Warren hatched this morning, the ad agency reports.

A peek at the webcam at the falcons' nesting box about 11:15 a.m. today showed one of the parents sitting on the eggs. Prior [video](#) clips show what appear to be a light-colored fluffy chick moving around and being fed by a parent.

Campbell Ewald posted the clips on its tumblr page devoted to the falcons <http://cefalcons.tumblr.com>. More than 500 people were watching the live webcam this morning.

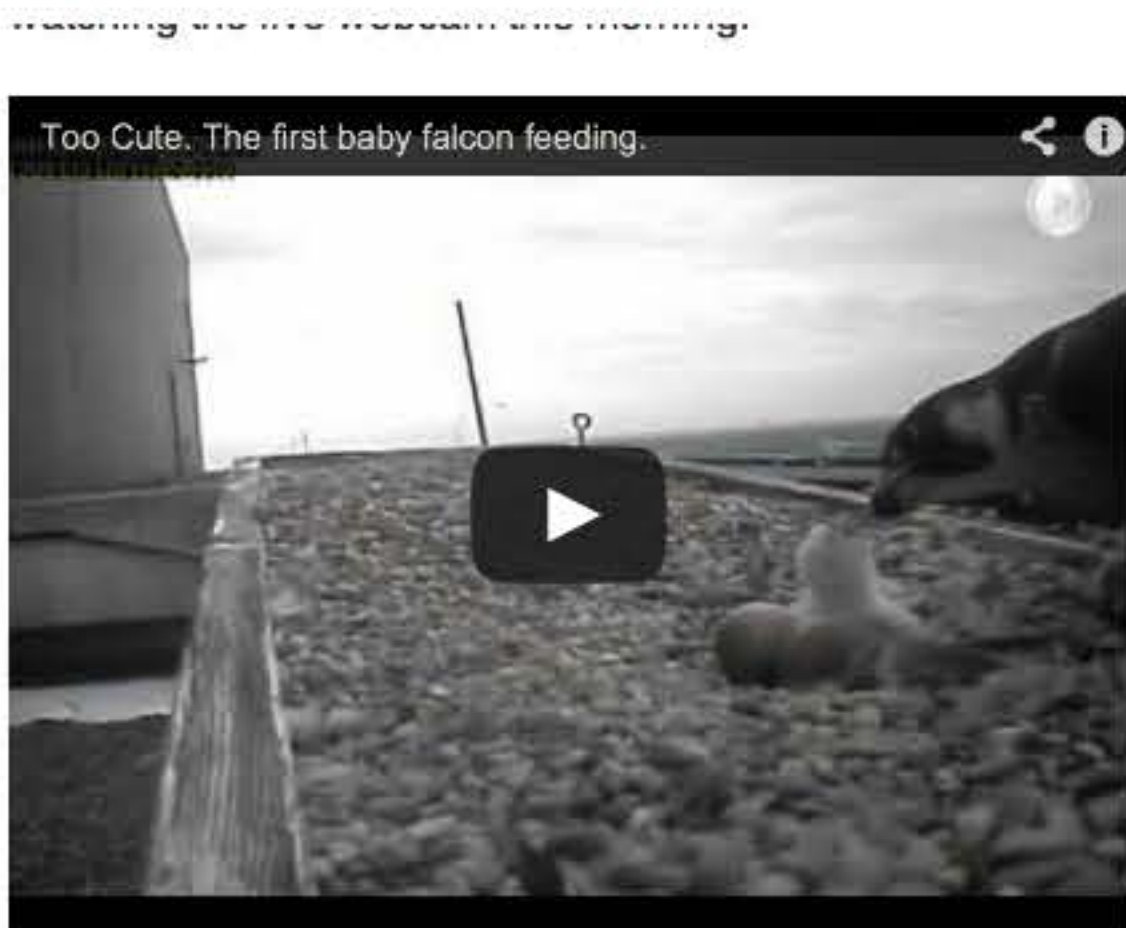


A Campbell Ewald employee built and installed the nesting box in 2006. This is the first time a pair of falcons has nested at the site. There are two other eggs that have not hatched.

The nest in Warren brought the region's peregrine falcon nest total to a dozen — stretching from Erie to Ann Arbor to Bay City.

Last week, Christine Becher, southeast Michigan's peregrine falcon coordinator for the Michigan Department of Natural Resources, said another nest with four eggs was located at the First [National](#) Bank Building in downtown Detroit. That nest, she said, is three blocks away from another nest site at AT&T.

Becher has said that peregrine falcons are endangered in Michigan and new nest sites are good.



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Campbell Ewald Falcon Hatches: Baby Bird Born On Detroit Ad Agency's Roof (VIDEO)

Posted: 05/14/2013 9:25 pm EDT

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These *Peregrine* falcons were *born* to be stars.

After weeks of waiting, one eyasses (baby falcon) hatched on the roof of advertising agency Campbell Ewald in Warren, Mich. on Tuesday morning. As of the afternoon, two more eggs have yet to hatch.

The proud stage parents laid their eggs in front of a security camera on the roof of the building. Ever since, CE has been glued to the action, creating a website and [live cam feed](#) for the Animal Planet stars-in-training. Apparently, an agency is the place to be if you want to get hype for your falcon reality show, though the matriarch might be having second thoughts -- watch above as she appears to push her newborn back into its shell.

The birds have also hatched some additional morale around the office.

"It's brought a lot of CE people together through falcon conversations," said Senior Account Executive Meghan DePetro. "It's pretty cool that our company cares about wildlife."

An employee built and installed a nest box on the roof in 2006. There have been sporadic falcon sightings since 2004, but this family is the first to roost.

Unfortunately for CE, these babies won't be hired as long-term mascots. The agency announced in March it was [moving its headquarters to downtown Detroit](#), and the falcons will forever consider their Warren perch home.

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For more falcons, watch the early morning [hatching](#) and [first feeding](#) -- or just stay tuned to the [live feed](#).

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Filed by Kate Abbey-Lambertz |

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Must see: first Peregrine Falcon chick hatches

A pair of rare Peregrine Falcons laid three eggs on the roof of the Campbell Ewald building in Warren

Author: Doda Lulgjuraj

Published On: May 14 2013 09:36:31 AM EDT | Updated On: May 14 2013 10:06:49 AM EDT

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WARREN, Mich. - The world is waiting for two more Peregrine Falcon eggs to hatch.

A pair of the rare falcons laid three eggs on the roof of the Campbell Ewald building in Warren.

One of the chicks has already hatched.

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Early Tuesday morning, the live feed showed one of the parents feeding the baby falcon.

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Campbell Ewald Live-Streams Hatching and Feeding of Baby Peregrine Falcon on Its Roof Because why not? By Tim Nudd

May 14, 2013, 2:10 PM EDT



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What does an ad agency do when it realizes Peregrine falcons have laid eggs on its roof? It whips up a cool logo, builds a Tumblr, chooses a hashtag, sets up a webcam, and turns the whole thing into a mini social-media event. It all began at Campbell Ewald a few weeks ago. Today, at approximately 5:54 a.m. CT, the first egg hatched. Check out all the #CEfalcons action over at cefalcons.tumblr.com. There's some cute videos on there, although it's not going completely smoothly for the first baby falcon (called an "eyasses," actually). In one video, "Mamma Falcon tries her best to force the new baby back into its egg, less than three hours after it was born." BBDO had better guard its [National Geographic account](#) closely in the wake of this.



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NEWS

Tuesday Odds and Ends

By Kiran Aditham on May 14, 2013 4:31 PM



-London/San Francisco-based mobile marketing agency Fetch has appointed Catalyst S+F CEO/managing partner [John Durham](#) to its board of directors.

-It took a month to make it official, but, yes, McCann Erickson along with sister IPG agencies GolinHarris and Casanova Pendrill have been selected by the American Frozen Food Institute to develop a national consumer campaign on behalf of the newly-formed Frozen Food Roundtable.

-W+K Portland and Old Spice have reunited with [Terry Crews](#) (who just happened to be hanging with Ron Howard in NYC today) to promote the P&G brand's Shave Gel launch (one spot above, second spot [here](#)). In addition, as part of the Shave Gel campaign, Old Spice has gained open access to Getty Images' library of stock photography to create a [24-hour website generator](#), which just might be the most interesting component of the whole effort.

-And now, let's warm the cockles and tell you that the pair of expecting Peregrine Falcons housed on Campbell Ewald's rooftop have welcomed their first eyasses (baby falcon). Prepare to say "awww" as [here's a minute-long clip](#) of mama's first feeding to newborn.

-Well, that was fast as it appears JCPenney has already moved on from apologizing after barely two weeks. [link](#); [link](#)

-ABC will kick off Nielsen's first-ever trial in expanding the latter's Online Campaign Ratings solution to mobile apps.

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Discover Secrets Behind the Twitter Success of Katie



Lisa Raphael (left), the social media producer at Katie Couric's daytime talk show *Katie*, is one of our featured speakers in Mediabistro's upcoming [Social Media Marketing Boot Camp](#), an online event and workshop starting June 6, 2013. Lisa will share a case study on how the hit show uses Twitter to build interest and buzz around upcoming segments. Check out our other featured speakers or register [here](#).

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This Ad Agency Has A Live Web Cam Of The Falcons Nesting On Its Roof

Judith Grey May 9, 2013, 3:01 PM 1,597 2

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A pair of Peregrine Falcons nesting on the roof of Detroit ad agency Campbell Ewald and have produced three eggs. The agency has set up a live webcam to record and stream live footage of the eggs' imminent hatching. And so far there are 156 people watching.

A meme generator, informational Tumblr page, and birth date poll have also been created to provide more information about the auspicious event.

A Campbell Ewald employee installed the nest in 2006, and has been waiting patiently since then for a pair of frisky fowl to take the bait. This year he hit the jackpot.

Campbell Ewald's client roster includes the EPA, the US Navy, AT&T and GM. The agency's site describes itself as a breeding ground for "exhilarating" ideas.

You can watch the live web stream of the birth here.



#CEFALCONS

Campbell Ewald

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Metro Detroit marketing firm spots falcons nesting on roof, sets up live video stream and tumblr

By **David Muller** | dmuller@mlive.com
Follow on Twitter

on May 02, 2013 at 10:10 AM, updated May 02, 2013 at 10:59 AM

DETROIT, MI - Marketing firm Campbell Ewald says two adult peregrine falcons are nesting over three eggs, which are expected to hatch in mid-May, atop the roof of its Warren office.

Naturally, the company has wasted little time marketing this natural phenomenon. In addition to a **live video stream of the birds**, the firm has set up its #CEFalcons tumblr page at

<http://cefalcons.tumblr.com/><http://cefalcons.tumblr.com/>.

The video stream shows a close up of one of the birds sitting on the eggs, jerking its head around at random, as birds do.

The Warren office is not a new home for the falcons. Employees first posted the birds there in 2004. Then in 2006, an employee researched a nest box for falcons, and subsequently constructed one on the roof.

The company says local DNR officials expect the birds to return annually now, but this will likely be the last year they are greeted by Campbell Ewald employees. In March, the firm announced it was **moving its 600 employees** to a newly renovated space at the former J.L. Hudson Warehouse, which is attached to Ford Field in downtown Detroit.

The company will make the physical move by December 2013 or January 2014.

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CAMPBELL EWALD, HAI, ONLINE, SOCIAL MEDIA

C-E Creates Tumblr, Meme Generator and More in Honor of, Yes, Two Expecting Falcons

By Kiran Aditham on May 6, 2013 2:55 PM



Yep, it's basically just as silly as it sounds. From what we've been told, this campaign from Detroit's own Campbell-Ewald has been years in the making and concerns two adult peregrine falcons, which currently have three nest eggs about to hatch on the roof of the agency's current Warren, MI headquarters. The campaign's origins date back several years when C-E employee [Paul Lenney](#) (who serves as property manager) decided to construct and install a nest box on the agency's rooftop in the hopes that a pair would land and ultimately reside up top.

Well, it took nearly a decade, and Campbell-Ewald has decided to celebrate this auspicious event (we think) with a web-based onslaught led by group digital CD [Iain Lanivich](#) that includes [a Tumblr site](#), [livestream footage](#), [a birthdate pool](#), the Twitter hashtag #CEfalcons and even [a meme generator](#) (thanks for the personalized pic). Too bad we're just stuck with a multitude of less-exotic pigeons here in NYC.



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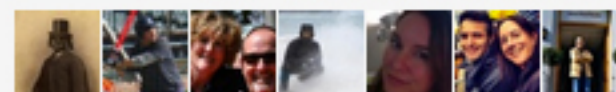
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Campbell Ewald creates passion project "#CEFalcons" about two adult falcons nesting - and expecting on the agency roof

Monday 06, May 2013 at 3:46 PM by [Josie](#)

[Comments \(0\)](#)



Love is in the air, and in Michigan two love birds are expecting. Campbell Ewald has a pair of adult peregrine falcons - and a nest with three eggs about to hatch - on its roof.

In an effort to capture this birthing event in real time (and also provide a few laughs), the agency has created "#CEFALCONS," a campaign of sorts dedicated to the parents-to-be.

The project includes:

- Livestream footage of the nest, recording every move <http://new.livestream.com/cefalcons/cefalcons>
- Informational tumblr page with more than enough to do <http://cefalcons.tumblr.com/>
- Meme generator <http://memegenerator.net/Cefalcons>
- Birth date poll (an office favorite) <http://www.guessyourbaby.com/p/cefalcons>

How did this all come about? Years ago, a CE employee took it upon himself to research, construct and install a homemade nest box on the agency's roof in Warren, MI in the hopes of attracting a pair of birds. Several had been spotted on CE's roof in the past but no pair had ever called it home. Seven years later, the birds are here, the eggs have been laid and, and as a result, we can expect the parents to return to this nesting site year after year, according to CE's contact at the DNR.

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Hatch Watch: Ad Agency Stays Tuned To Roof Falcon Drama



Alan Stamm
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May 2nd, 2013, 8:05 AM

The folks at Campbell Ewald have a new work-break diversion that they're sharing in an ad agency way -- a Tumblr with graphics, whimsy and a catchy head:

One roof. Two falcons. Three eggs.

There's also a [live webcam feed](#) of a peregrine falcon sitting atop those triplets-to-be.

Ian Lanivich, interactive group director, sets the scene in a message to Deadline Detroit:

Two rare falcons are having triplets on the roof of our building — and they happened to lay the eggs directly in front of the security camera. So we set up a live feed so everyone can watch, and we're having some fun with it too.



That fun includes five meme-style slides, an animated gif, video clips and a post that says:

Having babies on the roof of an agency right in front of the security camera takes good advertising to a whole new level.

The Campbell Ewald crew, who move downtown by early 2014, tweets hatch watch news with the hashtag #CEFalcons.

READ MORE: [CAMPBELL EWALD](#)

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Falcons have set up a nest on the Campbell Ewald roof in Warren.

New Tenants for Warren's Campbell Ewald Building

Talk about your bird's-eye view.

The Campbell Ewald advertising agency reported that a pair of falcons have set up a nest with three eggs on the roof of their building on Van Dyke in Warren.

Mary Evans, the agency's communications specialist, said the falcons were first spotted on the roof back in 2004.

"After a couple of years of sporadic sightings, a Campbell Ewald employee took it upon himself to research, construct and install a homemade nest box on the roof in hopes of attracting a pair of birds," Evans said.

"That was in 2006, and now his

efforts proved to be successful. The birds are here, the eggs have been laid and, as a result, we can expect to see the parents return to the nesting site year after year, according to our contact in the Department of Natural Resources."

Evans said that when employees discovered the nest, they decided to set up a web-cam to monitor the situation.

It's now possible, Evans said, to watch in real time what is happening. All anyone needs is an Internet connection. To view the birds, they just have to go to

CONTINUED ON PAGE 2

New Tenants Land At Campbell Ewald

CONTINUED FROM PAGE 1

<http://new.livestream.com/cefalcons/cefalcons>.

Evans said they also have set up a Tumblr page on the Internet. To see it, go to <http://cefalcons.tumblr.com>.

The three eggs are expected to hatch sometime in mid-May, Evans said.

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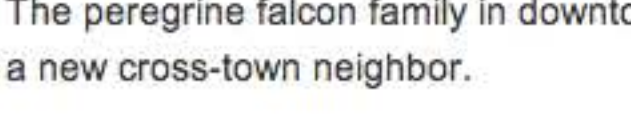
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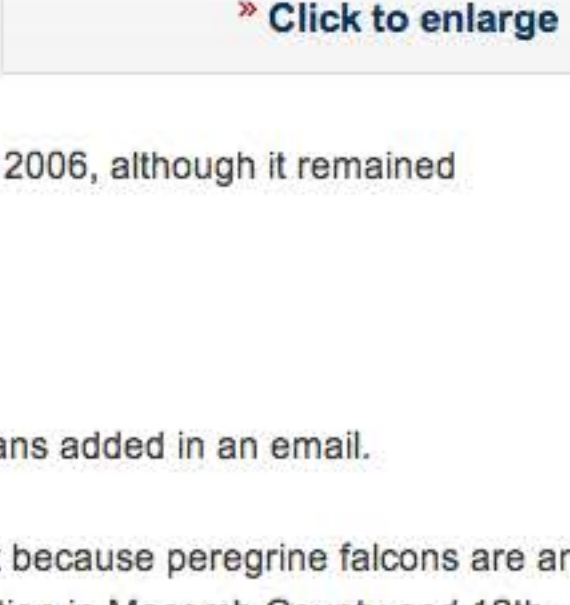
Published: Sunday, May 05, 2013



By JAMESON COOK
jamie.cook@macombdaily.com; @jamesoncook

The peregrine falcon family in downtown Mount Clemens has a new cross-town neighbor.

A pair of peregrine falcons in March nested on the roof of the Campbell Ewald building in Warren and produced three eggs. Their home is a 9-1/2 mile flight from a peregrine falcon couple, "Hathor" and "Nick," on the top ledge at the 13-floor old County Building on North Main in Mount Clemens.



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The Warren falcons chose the 10-floor structure on Van Dyke after Campbell Ewald employee Paul Lenney built a nest there in 2006, although it remained unused for seven years.

"Everybody's talking about it," said employee Iain Lanivich.

"We've all become attached to 'our falcons,' " employee Mary Evans added in an email.

The state Department of Natural Resources encouraged the nest because peregrine falcons are an endangered species in Michigan. It's only the second known location in Macomb County and 12th in eastern-central Michigan from Erie to Bay City.

"The DNR is very happy with this new site," Becher said. "The DNR is very interested in helping an endangered species in Michigan and bringing it back.

"They (the new nesters) have been hanging and hunting around that building all winter, and we had a hunch they would stay."

Campbell Ewald employees have taken the opportunity to have fun with their cohabitants.

The company provides the best social media coverage of a peregrine falcon nest in southeastern Michigan. It established a website, www.cefalcons.com, where visitors can watch live video of the birds or clips of the birds being active, accompanied by humorous titles and posts. One clip shows the mother's mount of the eggs captioned with, "SHAKE WHAT UR MAMA GAVE YAI"

Lenney constructed the nest in front of a security camera. Campbell Ewald has set up a camera to view the security camera's live feed.

The birds sometimes perch on a window ledge and squawk during meetings, Lanivich said.

The company also plans to have a naming contest for the parents and the chicks, perhaps after they hatch, likely in early June, Evans said.

Meanwhile, in Mount Clemens, one of Hathor and Nick's four eggs has hatched, and others should be hatching soon, Becher said.

The birds and their nest were unaffected by the recent fire at the building that forced its closure, she said.

County Executive Mark Hackel will name the chicks post-hatching late this month and tagged by Becher.

Peregrine falcons are native to Michigan but were driven out in the 1960s mainly due to the pesticide DDT, which is no longer in use.

Becher said the falcons choose tall buildings because they "replicate the natural habitat, which is cliffs and ledges," allowing them to swoop down on prey, such as doves or pigeons.

The bird is special because of its speed. Its top speed is 200 mph during a downward swoop. It pursues at 69 mph and cruises at 35 mph, Becher said.

Despite their proximity, the Mount Clemens and Warren falcon families may never meet because their hunting territory is extend to only 5 kilometers, according to www.untamedscience.com.

Campbell Ewald is planning to move early next year to a Detroit building. But Becher said the falcons typically stay at a nesting location for life.

"We will not disrupt the nesting box in Warren when we move to Detroit ... but know they'll be in a safe place for all of Warren to enjoy," Evans said.

"It's almost like they're our going-away present," Lanivich said with a laugh.

Other peregrine falcon nests are located at the AT&T building, Whittier Hotel and University of Detroit Mercy clock tower in Detroit and University of Michigan Hospital in Ann Arbor, among other locations.

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Watch peregrine falcons live tending to their eggs in Warren

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Posted: May 02, 2013 8:21 PM EDT
Updated: May 02, 2013 8:21 PM EDT

By Fox 2 News Staff

WARREN, Mich. (WJBK) - In Warren, a pair of adult peregrine [falcons](#) are tending to their nest and three eggs due to hatch later this month.

A camera is giving the world a live view of the falcons as they are perched on the roof of the Campbell Ewald building.

The birds have been calling the building home dating back to at least 2004.

If you would like to keep track of the falcon's new [family](#), visit <http://new.livestream.com/cefalcons/cefalcons>.



A camera atop the Campbell Ewald building in Warren captured this image of a peregrine falcon tending to eggs.

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