

ADVERTISING



PORTFOLIO INCLUDES

Media Planning & Buying
Production & Copywriting
Traditional Media
Digital Media

MEDIA PLANNING & BUYING

COMPREHENSIVE REVIEW & NEGOTIATION of media buys, balanced for maximum reach and frequency to meet strategic goals and budgets.

RESULTS: By clearly understanding media buying and metrics, effective negotiation of buys with bonus value-add components and customized media options is achieved = higher ROI.



Line	Start	End	Day	Time	Sec	Length	Spots	Rate	Total	Comments
1	4/20/10	4/20/10	W	6:00-7:00	30	30	1	\$1,000	\$1,000	Chicago
2	4/23/10	4/23/10	T	6:00-7:00	30	30	1	\$1,000	\$1,000	Chicago
3	5/4/10	5/4/10	F	6:00-7:00	30	30	1	\$1,000	\$1,000	Chicago

Store: # 8828 UP, 2 S	
Budget: \$19,200	
Outdoor	
(7) Bus Kings (30" x 144" Downtown/University RT)	\$1,000
(7) Bus Queens (30" x 88" Bonus)	\$1,000
(25) TRAX Interior Light Rail Displays (12" x 21")	\$1,000
(25) TRAX Interior Light Rail Displays - BONUS	\$1,000
Directory Kiosks (47.24" x 69")	\$1,000
Total	\$5,000
Direct Mail	
Total	
TOTAL	



ORGANIZED & DETAILED PLAN BY MEDIUM that captures all media over time, including budget, impressions and other KPIs.

RESULTS: Media summary for easy understanding and tracking of advertising execution plus a tool to ensure minimal duplication across multiple touch points.

Month	April	May	June	July	August	September	October	November	December
NATIONAL ADVERTISING	SPRING: Simple, Easy Ways to Make Family myFaster KB Core 90s	SUMMER: Unleashing Value Best Value Promos	BACK-TO-SCHOOL: My Phone				FALL: Unleashing Value	HOLIDAY: To the Season to Stick Together	
Primary Message	myFaster KB Core 90s	Best Value Promos							
Primary Handset Featured	BB Flip, BB Curve 8500, BB Pearl								
Secondary Message	myFaster KB Core 90s								
Secondary Handsets Featured	BB Flip, BB Curve 8500, BB Pearl								
NATIONAL PROMOTIONS	NBA Shot of Lifetime: Register Unlimited Loyalty Plan - National	Customer Delight: NBA Ticket to View	Summer of Memories: Fun Bundles, Goods Bags (customer base only)						
NATIONAL SPONSORSHIPS	Greyhound								

UP+GO Phase 1 Tactical Breakdown ALL

Market	Type	SAP	Units	Tactic
Chicago SW Sub	UP	9814	1	College of DuPage Courier 1/4 B&W
Chicago SW Sub	UP	9814	1	College of DuPage Courier 1/4 B&W
Chicago SW Sub	UP	9814	1	College of DuPage Courier 1/4 B&W
Chicago SW Sub	UP	9814	1	College of DuPage Courier 1/4 B&W
Chicago Cen Sub	UP	9898	1	Dupage Courier - 1/4 page B&W
Chicago Cen Sub	UP	9898	1	Dupage Courier - 1/4 page B&W
Chicago Cen Sub	UP	9898	1	Dupage Courier - 1/4 page B&W
Chicago Cen Sub	UP	9898	1	Dupage Courier - 1/4 page B&W
Chicago W Sub	UP	9742	1	Examiner of St Charles/Campton
Chicago W Sub	UP	9742	1	Examiner of St Charles/Campton
Chicago W Sub	UP	9742	1	Examiner of St Charles/Campton
Chicago W Sub	UP	9742	1	Examiner of St Charles/Campton
West Palm Beach	UP	9488	1	Lake Worth Forum 1/4 B&W
West Palm Beach	UP	9488	1	Lake Worth Forum 1/4 B&W
West Palm Beach	UP	9488	1	Lake Worth Forum 1/4 B&W
West Palm Beach	UP	9488	1	Lake Worth Forum 1/4 B&W
West Palm Beach	UP	9488	1	Lake Worth Herald 1/4 B&W
West Palm Beach	UP	9488	1	Lake Worth Herald 1/4 B&W



Anna Loewin



PRODUCTION & COPYWRITING

Store 9305 :30

Stop by your T-Mobile store on Washington and Rosemead this Saturday for amazing deals and much more! T-Mobile. Stick Together. Chimes

T-Mobile. Stick Together.

Chimes

Limited time offer, subject of Even More/Even More P Taxes, fees, and other upfro

RADIO :30 - GO

This Saturday, T-Mobile is celebrating the grand opening of its newest store at (detailed location), join us for great music, cool prizes and, of course, amazing deals on the latest phones and accessories.

RADIO :15 - GO

This Saturday, T-Mobile is celebrating the grand opening of its newest store at (detailed location), join us for great music, cool prizes and, of course, amazing deals on the latest phones and accessories.

Store 9305 :10

Stop by your T-Mobile store T-MOBILE OFFER with our

T-Mobile. Stick Together.

Chimes

Time to stop by your neighborhood T-Mobile store at (detailed location) where the best deals are right at your fingertips. T-Mobile. Stick Together. Chimes

RADIO :30 - UP

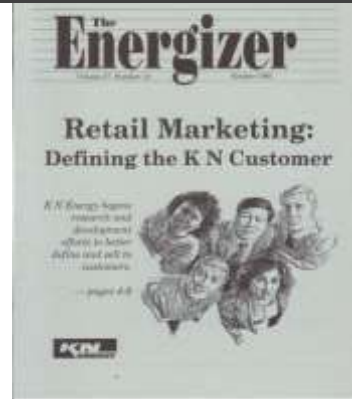
T-Mobile. Stick Together. Chimes

RADIO :15 - UP

It's time to round up the family and hurry over to your neighborhood T-Mobile store at (detailed location) where the best plans, latest phones and coolest accessories are right at your fingertips. T-Mobile. Stick Together. Chimes

WRITING FOR MESSAGE & DELIVERY IMPACT with captivating core message and call to action, executing in multiple media formats.

RESULTS: Proficiency of media copy and execution variables reduces multiple modification rounds, gaining efficiencies, especially time, and enables nimble and quick execution.

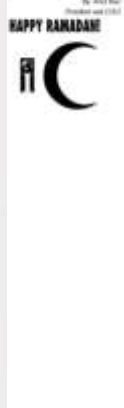


PRODUCTION OF MULTI-MEDIA marketing materials for targeted distribution to B2B, B2C and internal targets.

RESULTS: Quality final product, delivered in the needed format and language – gaining efficiencies, greater impressions and activation.



Expand your business.



TRADITIONAL MEDIA

BALANCED MEDIA EXECUTION of print, outdoor, radio and television media; understanding relevant value of each medium, combined for maximum reach and timing frequency.

RESULTS: Effectively balancing multi-media obtains greatest return on investment by reaching targets in various environments, adding digital media for maximum ROI.



CAPTURING TARGET AUDIENCE INTEREST whether B2B or B2C, to gain attention, beyond impressions, toward consideration for acquisition targets, and validation for retained customers – executing at multiple touchpoints: home, work, and play.

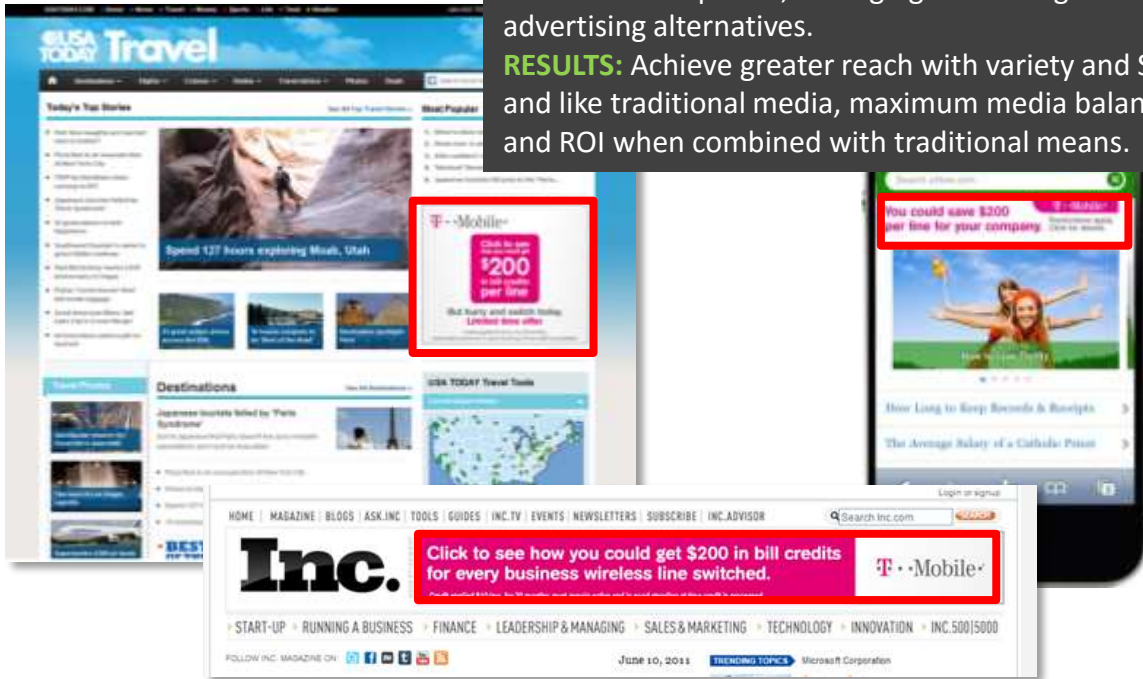
RESULTS: Targeted messaging strategy combined with unexpected, 'guerilla' tactics reach greater audiences and generate more awareness and interest.



DIGITAL MEDIA

MULTI-DIGITAL PLATFORM DELIVERY on mobile devices or computers, managing several digital advertising alternatives.

RESULTS: Achieve greater reach with variety and SEO, and like traditional media, maximum media balance and ROI when combined with traditional means.



OPEN DIGITAL CONVERSATIONS in addition to integrated paid advertising, opening dialogue for feedback and enhancements, at lower operational costs.

RESULTS: Taking the extra steps and resources to open dialogue, obtaining immediate feedback for strategy & tactical realignment, and obtaining consumer insights to build stronger programs in the future.

