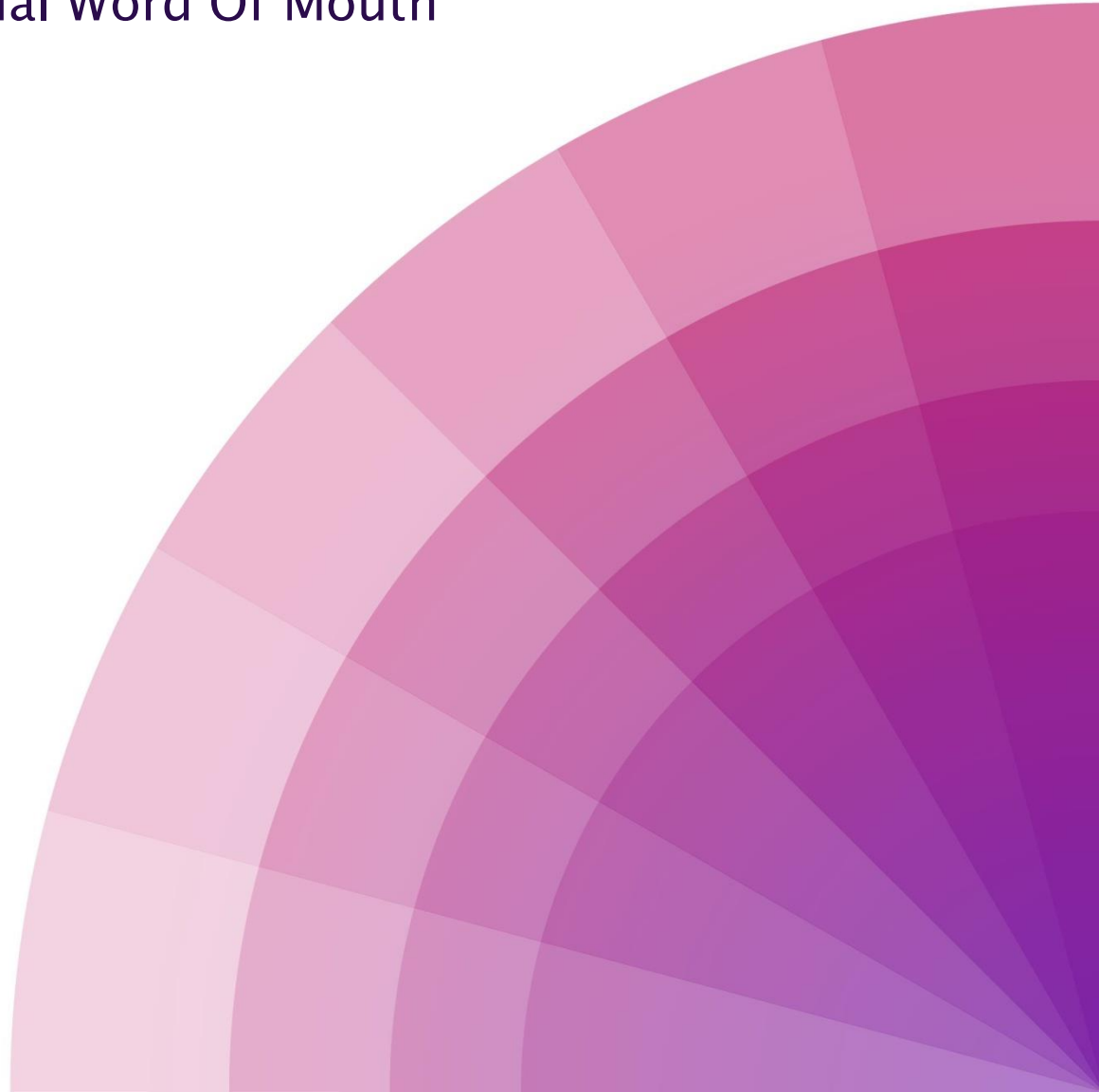


Mindshare Broadcast Promotions

Radio Promotions:

Broadcast and Social Word Of Mouth



Local Media is more than Radio and TV

With the advent of Social and Mobile media, competition for your customers ears and eyes has splintered into hundreds of options.

Local Radio and Local TV are still major players

Digital delivery of content locally has exploded with services such as Pandora, Facebook, iTunes, You Tube, Spotify (among hundreds of options) sharing large chunks of the audience with radio.

The use of Mobile devices for delivery of this content is invading territory that Radio had previously dominated.

How do you navigate and win?



Spotify®



Using Radio as a Springboard

Radio and TV stations have long had relationships with their local audiences. They **STILL** do.

They have learned to use the Local, Social and Mobile media to capture their audiences, and you can use their tools and skill to reach your local audiences in their markets.

Most Radio and TV stations have moved into the Digital, Social and Mobile arena to keep in touch with their audiences and offer these elements to advertisers.

By using the existing audiences built by these local “thought leaders”, you can harness the good will of the local radio and TV audience to move into the local social and mobile arenas with more ease, effectiveness and lower costs.



Radio creates a Local Digital Audience

Each Radio station appeals to a specific demographic with something in common.

- Love of a particular style of music
- Interest in Local Sports
- Urgent Need of Local Traffic and Weather
- Local Ethnic Community / Language

Each Station has also created a digital and social audience

- These serve as a “bulletin board” for the social community
- Tools include
 - Facebook Page
 - Twitter Feed
 - Street Team
 - E-Mail Blast
 - Station Website
 - Mobile Push of Social Information



Mindshare Promotion Harnesses Radio

Mindshare Promotions has been harnessing the power of local radio for years

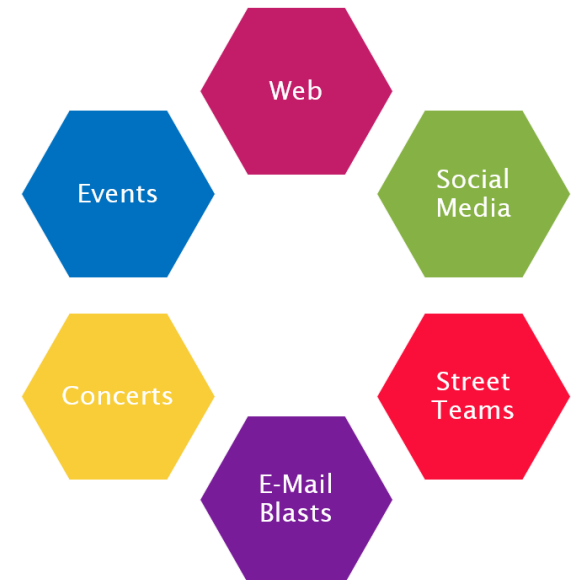
As offerings grow, Mindshare Promotions has added to the toolbox of Local activity that radio offers

We create integrated programs of Endorsements, Social, Digital, Mobile and On Site activity with the added benefit of Local Broadcast to drive traffic to these elements.

- Radio Support makes local Social and Mobile activity work harder than stand alone programs.



is always stronger
than just



The Local Toolbox



The Local Toolbox



Rich Media Overlays



Charity Promotions



Facebook



Events



Remotes



Endorsements



Interviews



Twitter



Concerts



Street Teams



Sampling



You Tube



Mobile Coupons



Contests



Sponsorships



Promotional Announcements



Sweepstakes



Digital Coupons



Vignettes



E-Mail Blasts



PreRoll Video



Digital Radio



Mindshare has RADIO EXPERTS!

Mindshare Promotions has been part of the WPP / GroupM / Mindshare Network for 23 years

J. Walter Thompson

We are well known at Radio Stations, Rep Firms, Clients and other Agencies as RADIO EXPERTS.

We lead the industry in RADIO ENDORSEMENT PROGRAMS

We have been at the forefront of INTEGRATING Digital, Social and Local elements into our Radio Campaigns

We have a relentless team of BRAINSTORMERS, quickly offering Radio and local promotion ideas upon request for WPP Clients

We have a long list of SUCCESSFUL PROGRAMS for blue chip clients.



Mindshare Promotions

Mindshare has DECADES of successful programs as a resource to showcase our work



American Express Jet Blue Destination Series



American Express Small Business Saturday Launch



American Express / Fox I Robot Premiere



Unilever Axe House Party Brand Launch



Burger King 262,000 mentions & \$12MM Value in 1 year



Ford Educate To Escape



Ford Sync My Ride



Fox -- My Super Ex-Girlfriend Can My Girlfriend Fly?



US Marines Semper Fi Bowl



Mazda SkyActiv DJ Takeover



Oscar Mayer WeinerMobile Talent Search



Regions Bank Big Green Bike Giveaway

Some Examples of our work

DJ ENDORSEMENT PROGRAMS

Mindshare Promotions is known as the Radio DJ Endorsement Experts.

- We have been scheduling and stewarding DJ Endorsements for over 20 years.
- Endorsements have the effectiveness of Word Of Mouth with the reach of Radio. DJ are trusted advisers on air, digital and social media.



Mindshare Promotions helped Huggies execute one of the first ever radio campaigns for diapers including English and Spanish language DJ Endorsements, events and social media.



Mindshare Promotions created an endorsement program with event sponsorship, contesting, digital and social media program for Mazda which showed immediate increases in sales in all markets.

Huggies Urban DJ Endorsement

Until now, Diapers as a category have never advertised on Radio.

Mindshare Promotions surveyed stations in New York and LA to find DJs who were pregnant or new parents

We found 9 top personalities on English and Spanish Language stations, taught them all about Huggies and provided them with a year supply of diapers and wipes.

Each Day the DJ's talked about their kids and Huggies on the air, on social media, on their blog or at events.

Mindshare Promotions conducted a series of "meet and greets" with the DJs at top retailers in the market

- Including a "Store Takeover" at the Babies "R" Us Flagship store in Union Square



Mazda SkyActive Launch

Mazda Launched SkyActive Technology on two vehicles in 5 pivotal Northeast markets.

What began as a DJ Endorsement campaign ended as a fully integrated, digitally driven Dealer Traffic Driving that included Mobile coupons, digital gaming, concert sponsorship events, virtual test drives, digital video test drives and on air contesting.

Once the 8 week program was complete sales increased in every market ... from 1.0% in New York to 28% in Washington DC over previous year





TEST DRIVE: ROMEO'S 2012 MAZDA3 WITH

SKYACTIV TECHNOLOGY



DRIVING THE MAZDA3 IN THE CITY

The Carhartt Crew Call


When the client asked for a street team, Mindshare Promotion said “Why Not add a Radio Schedule with digital and social elements and pay less?”

The Carhartt Crew Call took a moribund Street Team distributing coupons at construction sites and turned it into a daily feature saluting the working class hero in AM Drive.

Sales and in store traffic increased in Carhartt stores in Boston and Chicago, but unlike the street team AWARENESS of Carhartt Stores tripled.



Carhartt Crew Call

carhartt 

Did you know...

You have **DIRECT ACCESS** to a full service Broadcast Promotions team **without leaving the company!**

MINDSHARE BROADCAST PROMOTIONS

- It's our in house department that creates and negotiates added value broadcast promotions
- We leverage advertising buys to have media supply Added Value promotions at little to no cost to our clients
- Create Added Value promotions that follow the brand strategy of our clients
- ...creates added promotions which meet the media needs and will **ACTUALLY** be executed
- ...makes stations accountable, ensuring promotions are delivered!



Teamed with Local Broadcast Buying

Mindshare Promotions teams up with WPP Local Broadcast buying groups

- Allows Mindshare Promotion to use the market leverage created by the Spot Buying System
- Allows easy access to market specialists to leverage relationships with stations to create opportunities and police promotion activity
- Mindshare Promotions has an understanding of Spot Buying System so negotiations are not interfered with



Staffed with Media Professionals

All staff members have a background inside the mediums

- Radio, TV and Network experience

Three offices to better serve client base



Mindshare Broadcast Promotions...

...is out there!

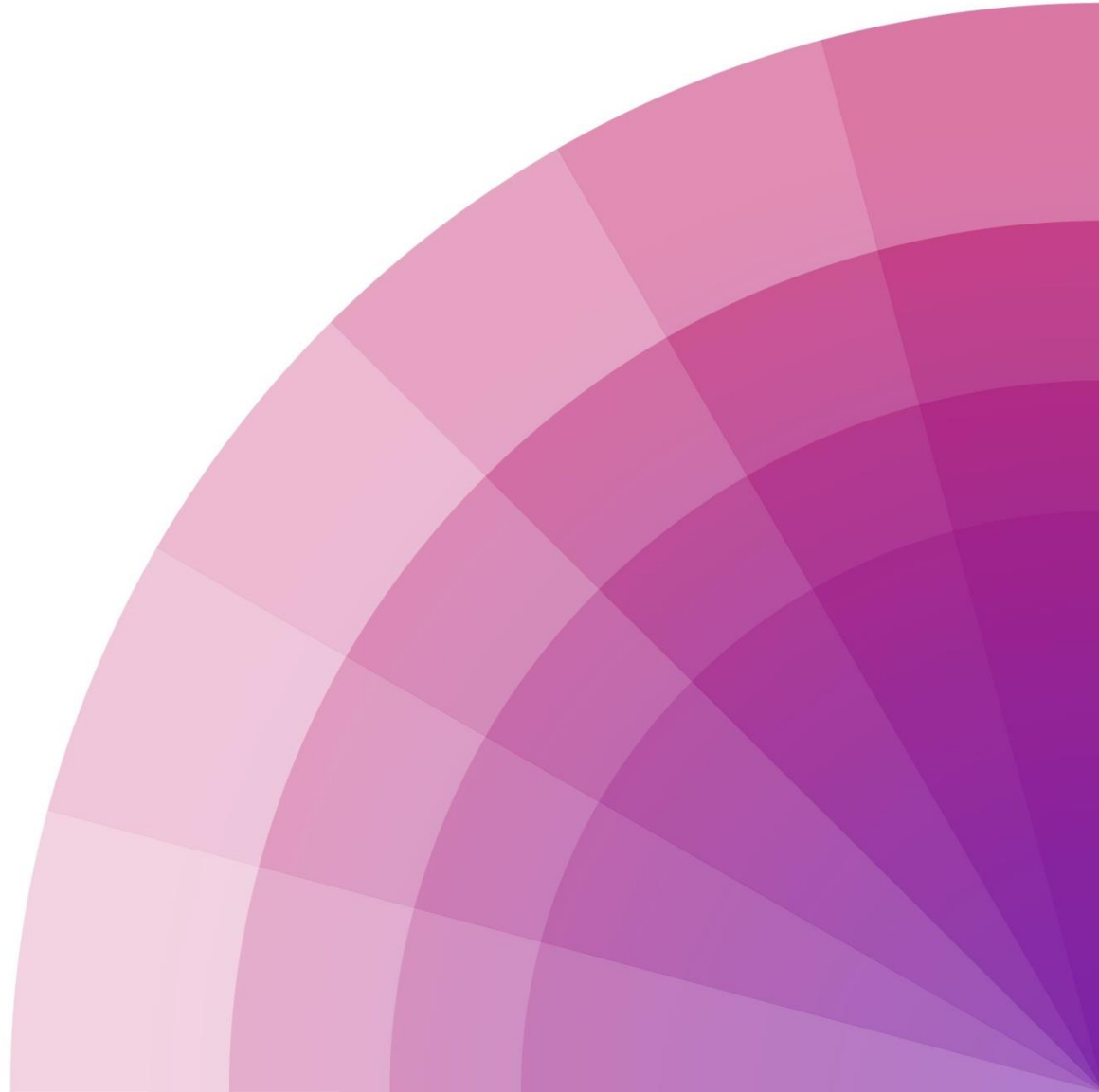
Mindshare Promotions works with top stations every day

- Uses Mindshare clout from multiple clients as leverage for better promotions
- Aware of promotional opportunities in the marketplace
- Stations are aware of Mindshare Promotions, bring ideas for our clients
- Updated on changing market conditions with buyers
- Have close relationships with the media for quick turnaround



Broadcast Promotions

How To Involve Clients



Include Mindshare Promotion

Mindshare Promotions offers you the opportunity to bring life to your client's local media plans AND create additional revenue

Mindshare Promotions generates revenue through additional time of staff

We work on two models

- Additional FTE included in staffing plans

Clients that utilize Mindshare Promotions constantly include members of our team on their staffing plan.

Examples: American Family Insurance, Dominos, USMC, Orkin

- Project Basis

Clients that utilize Mindshare Promotions to execute short term projects

We estimate and bill these clients for TOS associated with the project

Examples: Ford Division, Unilever, American Express, Mazda, Spin Master Games



Mindshare Promotion FAQ's

Q: Will it affect the efficiency of my local buy?

A: Typically no. We have a mantra “The Promotion Does Not Drive The Buy” which means that we let the negotiator pick the best station options at the right price. The promotion is then executed on all of the stations, or just the ones we choose from the purchased stations. Going into the buy, all stations know they will have to execute the added value promotion to be considered for the buy. So they need to be more efficient than other stations to be included.

Q: If there's an on-site component, who handles the logistics?

A: We do not. Usually the radio station and the local store coordinate on site logistics in a retail situation. Radio stations have event staffs that handle most of the on site elements of the events they create. We also work in tandem with third party event companies hired by our agencies and clients to provide media elements to their on site promotions



Mindshare Promotion FAQ's

Q: What if we don't have any creative?

A: For Radio, it's not a problem. If you can provide copy points, radio stations will write and produce creative for your promotion ... even record :30 and :60 spots at no charge. Radio stations can also create digital elements for their websites with provided logos and copy.

Q: Who handles contest rules?

A: Radio and TV stations have blanket rules for contest and can customize them for specific contests and events. Mindshare Promotions has a standard indemnification form which stations sign to limit client and agency liability. Having the station act as the executor of the contests and sweepstakes eliminates our need for legally drafted rules.

Q: How do you sell this to clients?

A: We can easily show the value of additional exposure generated by promotional activity, either on an impressions or value basis. Promotions are best suited for brands and clients that need the audience to take action or take notice. Promotions make their spots jump out of the radio or TV. It is an easy sell for clients looking for this type of activity.

