

Mindshare Promotions

Your One Step Guide to Creating Local Broadcast Promotions

Who?

Contact Scott Brown. He will estimate costs and assign a Promotion Specialist

Scott.Brown@Mindshareworld.com 313 615-2930

What?

Mindshare Promotion is the in house department that negotiates broadcast promotions including remotes, contests, events, sponsorships, endorsements and local broadcast web integrations

Where?

Based in Detroit, with field offices in New York and Atlanta

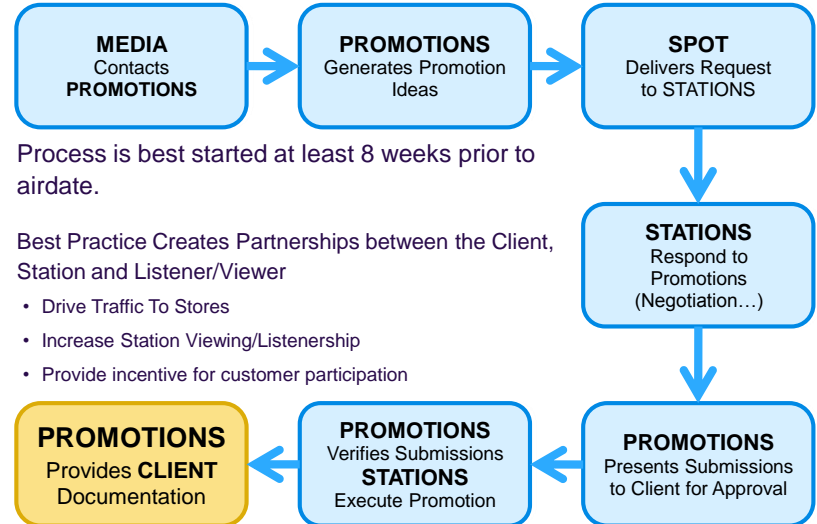
When?

Contact Mindshare Promotions at the beginning of the planning process to integrate Broadcast Promotions into the negotiations for best results

Why?

Because Mindshare clients want more effective and interesting broadcast placement

Mindshare Promotion Process



Process is best started at least 8 weeks prior to airdate.

Best Practice Creates Partnerships between the Client, Station and Listener/Viewer

- Drive Traffic To Stores
- Increase Station Viewing/Listenership
- Provide incentive for customer participation



DETROIT
Scott Brown
 Managing Partner
 Broadcast Promotions Director

313 615-2930
Scott.Brown@Mindshareworld.com



DETROIT
Adam Acey
 Partner
 Promotions Manager

313 615-2930
Adam.Acey@Mindshareworld.com



DETROIT
Eric Oesterle
 Partner
 Promotions Specialist

313 615-2914
Eric.Oesterle@Mindshareworld.com



DETROIT
Krystal Rehm
 Promotions Specialist

313 615-2904
Krystal.Rehm@Mindshareworld.com



ATLANTA
Carrie Zampich
 Partner
 Promotions Specialist

404-704-1805
Carrie.Zampich@Mindshareworld.com



NEW YORK
Christine Connallon
 Partner
 Promotions Specialist

212 297-8749
Christine.Connallon@Mindshareworld.com