



# ACCOUNT BACKGROUND

**BIG IDEAS** 

## Professional Background

### Agency

BBDO/Tracy Locke  
Bluehorse  
Bernstein-Rein  
Deutsch  
Empower Media  
Fletcher, Martin, Ewing  
GSD&M  
Joseph Pedott Advertising  
Larry John Wright  
Media Spot  
Mering & Associates  
MW Media Group  
Optimedia  
Papagalos & Associates  
Printz Advertising  
Progressive Media  
Results Media  
Richter 7  
Riester-Robb  
Terry L. Butz Creative  
WF of R  
W.B. Doner  
Wunderman

### Media

KGJT-TV FOX  
KJCT-TV/ABC  
KNXV-TV/ABC Scripps  
KREX-TV-CBS  
KWGN-TV/WB Tribune  
WPMT-TV/FOX Tribune  
WTIC-TV/FOX/Tribune

### Sports

Baltimore Orioles  
Boston Celtics  
Colorado Rockies  
Denver Broncos  
Denver Spoke  
Golfers Warehouse  
New England Health & Racquet  
Pedal Pushers Cyclery  
Phoenix Coyotes

## Automotive

Aamco  
Bell Ford, Hyundai, Lexus, Mazda, Suzuki  
Big "O" Tires  
Brake Masters  
Caldrello Hyundai  
Dana Chevrolet  
Discount Tire  
Ed Moses Dodge  
Fiesta Lincoln Mercury  
Gateway Chevrolet  
Genesis Custom Cycles  
Hartman Toyota  
Honda Cars of Mesa  
Hyundai of Tempe  
Keystone Chevrolet  
Kuni Lexus  
Larry Miller Toyota  
Maaco  
Mark Mitsubishi  
Michiana Chevrolet Dealers Association  
Mile High Acura, Mitsubishi, Honda  
Mitsubishi Regional  
Modern Classic Motors  
New Orleans Cadillac Dealers Association  
Pioneer Ford  
Planet Honda  
Pollard Brother Motors  
Superstition Springs Toyota  
Tempe Autoplex  
Thorobred Chevrolet  
Valley Suzuki  
Washington Zone Ford  
West Valley Nissan  
Yates Pontiac GMC

## Communications

AT&T Worldnet  
Cox Communications  
Qwest  
TCL-Cable/ESPN/CNN/USA/TNT/WTBS  
Verizon Wireless

## Direct Response

1-800 Bar None  
1-800- Flowers  
Chia Pet  
Ove Glove  
VCR Co-Pilot  
Clapper

## Education

Argosy University  
Hartford School OF Welding

## Entertainment

Arizona Game & Fish  
Casino Arizona  
Denver Museum of Natural History  
Maricopa County Fair  
Maricopa County Home & Garden Show  
World Premiere Movie: American Flyers

## Finance

1-800-BAR NONE  
Bank of America  
Buckeye Check Cashing  
Dauphin Deposit  
Greenlight Financial

## Furniture

Big Tin Shed  
Freight Damaged Furniture  
Grand Mattress Furniture  
Great America Sales & Rent  
Moderneage.com  
Organized Living  
Paddy O' Furniture  
Pruitts  
Steinway Hall  
Stonecreek Furniture  
Teller Furniture  
Unclaimed Freight  
Whitey's Home Improvement  
World Designs  
WOW Designs

## Health/ Nutrition

Bristol Myers Pediatric  
Catalyst Pharmaceutical  
Charlton Wellness Center  
Emergency Chiropractic  
Healthtrax International  
Kronos Healthcare  
Life Of Boston  
National Hearing Centers  
United Dairywomen of Arizona

## Home Improvement

Goettl Heating and Air Conditioning  
Stanley Steemer  
Summerwinds Nursery

## Hospitality/ Vacation

Apple Vacations  
California Division of Tourism  
Camelback Golf Resort  
Hilton Hotels  
Ritz Carlton

## Insurance

American Family Insurance  
Farmers Insurance  
Progressive Insurance

## Legal

Gregory Barton & Reynolds PC  
Hastings & Hastings PC

## Real Estate/ Mortgage

Kelly & Picerne Properties  
Remax  
Trend Homes

## Retail

Bella Dimora  
Burlington Coat Factory  
Crescent Jewelers  
Garden City  
Kidstown  
Leading Lady Photography  
Men's Wearhouse  
Mesa Mall Timeshare  
Monument Camera  
People's Drug  
ROSS  
Spencers TV & Appliances  
The Buccaneer LTD  
Tompkins Saw Shop  
Victorianna Antique Jewelry  
Wal-Mart

## Restaurant/ Quick Serve

Arby's  
Big Cheese Pizza  
Burger King  
Eatza Pizza  
Fish Market Restaurants  
Kentucky Fried Chicken  
Long John Silvers  
Outback Steakhouse  
Subway  
Taco Bell

## Packaged Goods

C&H Sugar  
Cache Valley Cheese  
Coca Cola  
Mid Atlantic Coke  
Nissen Bread  
Royal Crown Cola/Crush  
Sara Lee  
Sigman Meats

## PUBLISHED WORKS

- Advertising Dayplanner
- KWGN-TV (Tribune) Media Kit, Various Collateral
- B10-FM Media Kit, National Vendor Campaign
- WPRI-TV & B 101 Media Kit
- Kelly & Picerne Monthly Newsletters
- The Independent TV Sell
- Scope of Media PlanningROI™
- How To Launch New ProductsROI™

- Using Parity Standards to Evaluate Impression ValueROI™
- Parity Standards Negotiates Lowest RatesROI™
- Task Objective Method ROI™
- Intermedia Comparison TV ROI™
- Intermedia Comparison RadioROI™
- Intermedia Comparison CableROI™
- Intermedia Comparison Newspaper pdf
- Brand Development Index pdf

- Category Development IndexROI™
- Pros/Cons of Various MediaROI™
- How to Create Advertising That Gets ResultsROI™
- Dynamics of a Marketing PlanROI™
- Media Management SystemROI™
- Marketing A Guide For SuccessROI™
- Vendor Supported AdvertisingROI™
- Make Your Sales Promotion More ProfitableROI™

## SUBSIDIARIES/OFFICES

MEGA MEDIA...Strategic Media Planning and Buying

MEDIA REP...Media Publications

ASAP...Advertising Strategies and Planning Inc....Media Post Analysis and Strategic Goal Setting

**Denver**

**Phoenix**

**Atlanta**

**Providence**

