



# Is Your Marketing & Media Planning



## A Calculated Risk?

## Or Are You Just Rolling The Dice?

## Take Our Quiz and Find Out!

When your company hired an ad agency or buying service was that decision based on:

- a. Creative presentation?
- b. An ongoing relationship without even considering new options?
- c. An assumption that their wasn't enough of a definable point of difference to review alternatives?
- d. An agency's proven measured results in accomplishing sales increases?

Ultimately, we think that decision should be made on a Point of Difference and achieving Measured Results. That's why we created a short but effective media quiz to test an agency's ability to attain results. Please inquire about this excellent evaluation tool.

Sometimes in business, conventional wisdom just doesn't go far enough.

New and original solutions are required that not only answer yesterday's marketing, advertising and media questions, but also anticipate tomorrow's needs. Our revolutionary and proprietary systems of Parity Standards and Value Per Impression is more involved, but if the answers were easy then everyone would do it!

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