

Amerijet Media Services Proposal

Let's get *there*





CREATIVE MEDIA SOLUTIONS WITH EXCELLENT DELIVERY

Springboard Ad/Design is a full-service advertising agency based in Fort Lauderdale. Our goal is simple: provide breakthrough advertising solutions that won't break the bank. To do this, we bring over 40 years of combined advertising experience to the table. And in 40 years, we've learned a great deal about servicing our clients with integrity while still having a bit of fun along the way. This depth of experience also allows us to anticipate the ever-evolving world of advertising and make plans accordingly.

NOT ALL AD AGENCIES CAN SAY

"We like all of our clients." Yes, we like their money too, but we can truthfully say that we have a very pleasurable relationship with them all. We have two rules that make this possible. Before we enter into a relationship with a new client, we make sure that it's good for both parties. Our second rule is to consistently deliver the right combination of creativity and knowledge in our advertising services. Our clients know they can count on us and that's very appealing.

LET'S GET TO WORK

We're ready to roll up our sleeves and begin maximizing your marketing dollars across multiple channels, programs, and languages. That will happen the minute we're brought onboard and review your budget, timelines, and advertising history. In the interim, we would like to reiterate ***Springboard's proven process of media research, planning, buying, and monitoring.***

Well-Defined Media Brief

Our creative approach to media planning and every campaign begins with our media brief. It's designed to get everyone on the same page. All aspects of your campaign—from traditional print to new media solutions—are agreed upon in stages and we keep you posted along the way.

Research

Once the media brief is completed, we conduct extensive research to understand and learn more about the established target audience's media habits. We combine the knowledge gained from previous campaigns with primary and secondary research to uncover media appropriate outlets. All recommendations and decisions are made with research playing an important role.

Value-Focused Proposal

Our next step is to design a plan with your target audience, geography, and budget clearly targeted. We clearly spell out the objectives, strategies and tactics in a comprehensive format. Once you approve the plan, we go to market in the form of an RFP, providing our media partners the information they need to come back to us with a great proposal. After receiving a proposal, we collaborate further by seeking added value designed to stretch your budget. We go to great lengths to ensure your dollars are working very hard on your behalf, before presenting the media buy for your approval.

Measured Results

It is made clear to our media partners we will be monitoring and measuring success based on predetermined metrics. They can expect us to modify the buy as we uncover achievements or issues. This includes tracking each and every print insertion and digital placement for accuracy, planned deliverables, and constant optimization.

OUR MEDIA EXPERIENCE INCLUDES:

- Radio Shack
- General Electric
- Goodyear
- Glaxo SmithKline
- Johnson Controls Inc.
- ALCOA
- McDonald's
- T-Mobile
- Stouffer's Frozen Foods

Let's get there. SpringAdDesign.com



Our Responses To Your Specific Business Needs

1. STREAMLINE AMERIJET'S MANPOWER RESOURCES

Let Springboard take the pain out of media planning and buying, and increase the bandwidth of your workforce. Our proven system combined with our experience and acumen, will alleviate the stress of negotiating with the endless number of media reps, and monitoring of inventory 24/7—leaving you one less hat to wear. You can now focus on other areas because you know we've got you covered from head to toe, with all the 'i's dotted and 't's crossed.

Our clients view us as an extension of their marketing department and that's exactly the way we like it. We strive to integrate ourselves into your organization and because we're right down the street. We can quickly make ourselves available in person.

2. SAVE ADVERTISEMENT BUDGET COSTS

Combining a penny-pinching mindset with our integrated marketing approach enables us to be flexible and responsive in this fast-changing digital world. By finding the most efficient ways to reach your goals and business objectives, we save you time and money, which allows you to do more with your marketing dollars.

Case Study

At the request of its parent company in Belgium, a client put its media buying in review. With five multi-national agencies in the review process, our media-buying muscles were put to the test. We employed our method and style while taking advantage of relationships with our media partners. In a true apples-to-apples comparison, we beat the five other agencies pricing by 30%. At our request, our reps wrote letters stating that no other agency regardless of its size or perceived clout would receive better pricing. This amounted to huge savings and we retained the client's media business.

3. BI-LINGUAL ADVERTISEMENT SOLUTIONS

The Caribbean, Mexico and South America are colorful places, rich with many cultures and dialects. From Creole to Spanish to Portuguese, each area has a unique way of expressing itself. And sometimes within a given language (and country) nuances in dialect can truly make a difference. Successful media communications in this part of the world can become difficult unless you have the ability to speak the language.

Springboard will have a bi-lingual team member dedicated to the Amerijet account. This advertising professional will assist in negotiating and translation with Spanish speaking media reps and ensuring dialects and language are appropriate for ad placements.

4. LEVERAGE AND ENGAGE INTERNET ADVERTISEMENTS, EVENTS AND PUBLIC RELATIONS OPPORTUNITIES

Our goal for every buy is to achieve at least 20% incremental impressions at no cost to our clients. Our media partners know this and we deliver this consistently. Together, we will determine what is important to you as "added value", like promoting Amerijet's philanthropic efforts. Our RFP to our media partners will include these added value elements.

Case Study

This client spent heavily on print advertising. We worked with numerous high profile publications in developing a competitively priced program that coupled added value designed to increase impressions, visibility and present them as an industry leader. The result? We far exceeded our goal of 20% incremental impressions. The added value components included a one-of-a-kind showcase of the client's products, banner ads, event signage, e-campaigns, bonus pages, and street teams. Incredibly, we achieved a 100% dollar-for-dollar increase in our negotiations. For every dollar spent we earned an additional dollar in added value.

5. FIRM COMMISSION STRUCTURE

Springboard delivers breakthrough media solutions that won't break the bank. The industry standard commission rate for media engagements is 15% of placed media. Given our desire to be viewed as your "all-in" partners, we are proposing a significantly discounted rate of only 12% commission. We know this will be appreciated by your CFO.

Thanks for the opportunity to earn your business.