

### About Orange Label Art + Advertising

Orange Label Art + Advertising is a nationally recognized, full-service advertising agency that combines an inspired mixture of art and advertising with direct response tactics, which cause our clients to experience dramatic market share growth and become market leaders.

With a 35 year track record, our clients lead their marketplace with an inspiring brand and experience powerful and growing demand for their product or service. We have experience in over 200 markets nationwide.

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### Full-Service Capabilities

#### Strategic Marketing

Corporate Identity  
Positioning  
Logos/Branding  
Creative Concepting

#### Collateral / Graphic Design

Brochures  
Selling Systems  
Print Ads

#### Media

Media Research  
Planning  
Buying  
Post-Buy Analysis  
Mobile Marketing

#### Public Relations

Buzz Marketing  
Press Release Development  
Media Advisories  
Media Relations  
New Product Introduction  
Company Launch  
Crisis Management

#### Broadcast

TV/Cable  
Radio  
Terrestrial, Satellite  
Syndicated Programs  
Local Stations

#### Direct Marketing

Personalized URL's  
Direct Mail Strategy and Consults  
Direct Mail Design  
Production and Mailing  
List Brokerage Services

#### Rich Media

Streaming Web Video  
Live Event Broadcasting  
Video Snacks

#### Trade Shows

Booth Design  
Pre & Post Show Marketing

#### Promotions

Sweepstakes  
On-Air Promotions  
Cross Promotions  
Event Marketing  
Product Placement

#### Online Marketing

Search Engine Marketing  
Email Marketing  
Interactive Advertising  
Blog Marketing  
Viral Marketing  
Digital Media  
Website Strategy  
Video  
Web Analytics  
Banner Ads  
Display Ads



### Media Planning, Buying and Placement

The media department conducts extensive research to create an integrated marketing mix that will impact the market(s) desired. We utilize the media and market research tools described below to create and execute campaigns that deliver powerful results.

#### Strata Buy Management Systems

The Strata program allows a campaign to be accurately ordered, tracked, and managed. The cost per thousand, frequency, and reach of a specific campaign are just a few of the computations that can be analyzed by using this system.

#### Arbitron

Arbitron provides the most current ratings and performance of radio stations nationwide. It allows us to create strategic recommendations based on reported quantitative data and qualitative findings. Arbitron allows us to focus on the demographic target to eliminate waste and create an effective and efficient campaign.

#### SRDS

SRDS Media Solution provides complete access to the proprietary SRDS database of domestic trade and healthcare publications. This service contains standardized ad rates, dates, contact information and links to online media kits, Web sites and audit statements. Online and print access to the most current, accurate data from SRDS makes media planning and buying efficient. SRDS contains 9,000 comprehensive listings, to identify ideal publications easily from more than 220 market classifications.

### Broadcast

#### TV, Cable, Radio and Satellite Radio

##### TV and Cable Benefits

- High reach and frequency potential
- Low cost per contact
- High intrusion value (motion and sound)
- Quality creative opportunities
- Segmentation through cable outlets

##### Radio Benefits

- Recall promoted
- Narrower target markets (less waste)
- High segmentation potential
- Flexibility in making new ads, lower cost production
- Customizable to fit local conditions
- Intimacy (with DJ and radio personality endorsements)
- Creative opportunities with music and other sounds

##### Satellite Radio Benefits

- High segmentation potential
- Loyal and frequent listeners
- Creative opportunities with music and other audio
- Ability to reach trendsetters



### Print

#### Magazine and Newspaper

- High market segmentation
- Targeted audience interest by magazine
- Direct response (via coupons, toll-free numbers, etc.)
- Availability of features and editorials
- High information content
- Long Life and pass-along readership

### Outdoor

Bulletins, City Lights, Bus Wraps, Bus Shelters and Wallscapes, Taxis and Mobile Bulletins

#### Outdoor Media Benefits

- Able to select key geographic areas
- Accessible for local ads
- Low cost per impression
- Broad reach
- High frequency on major commuter areas
- Grandiose, spectacular ads possible

### New Media

#### SMS, Text Messaging, Podcasts

- High segmentation potential, one-to-one appeal
- Quick and up-to-date
- Interactive
- Reaches trendsetters
- Creative opportunities with recent video podcasts
- Reliable and accurate response measurement

### Online

#### Email Blasts, Viral Marketing

- Creative possibilities
- Short lead time to send/ update ad
- High segmentation
- Interactive and high audience interest
- Reliable and accurate response measurement

