OTHER INFORMATIONAL MATERIAL

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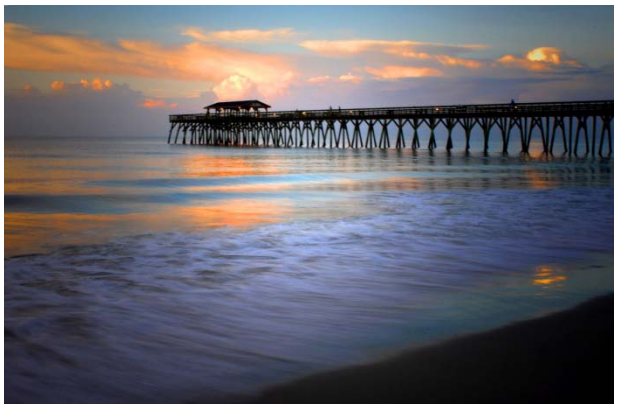
CASE STUDIES

Myrtle Beach CVB: Media Relations Program

Fahlgren Mortine is the public relations agency of record for a destination widely known as 'America's Family Beach' – Myrtle Beach, S.C. In November 2011, the Myrtle Beach Area Chamber of Commerce and CVB parted ways with its NYC-based agency and hired Fahlgren Mortine to lead a strategic national media relations program focused on securing positive national and out-of-state media coverage.

visit MYRTLE BEACH SOUTH CAROLINA

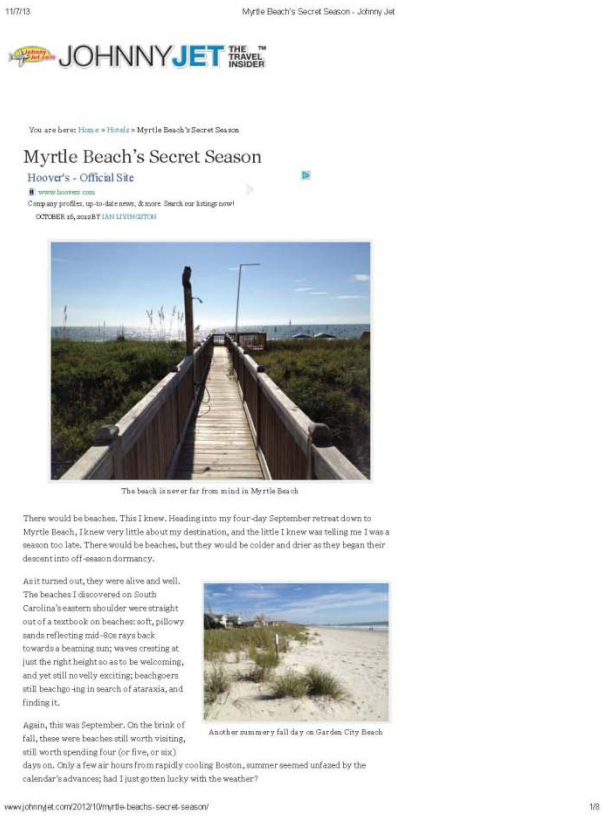
The Myrtle Beach area of South Carolina, also known as the Grand Strand, attracts more than 16 million visitors annually to its 60 miles of wide, soft, sandy coastline. The destination boasts hundreds of options for accommodations, live entertainment, attractions and dining. However, despite steady growth and newfound sophistication, Myrtle Beach has maintained a reputation as a summer-only, family beach destination. While the destination's family appeal still dominates, the area is also well-equipped to accommodate luxury travelers, world-class golfers, culinary enthusiasts, history seekers, weddings and honeymoons, among others. To educate travelers about the variety of options that families, friends and couples can find along the Grand Strand, Fahlgren Mortine created a comprehensive communications program targeting niche audiences to increase overall and shoulder-season travel (spring and fall).



To ensure efficiency and focus, the team uses a variety of foundational tools including a public relations calendar; editorial plan covering short lead, long lead and national broadcast media; news release schedule; and bi-weekly status reports used to track the many elements of the program and communicate progress with the client.

In addition to the various planning tools, the team uses a robust mix of strategies and tactics. These include:

- ***Targeted Media Lists** – A variety of media lists are created and updated quarterly to target niche audiences such as culinary, adventure, weddings/bridal, etc. Each list is carefully vetted and sorted by media type, reach and DMA.*
- ***Digital Press Kit** – While this is a simple tool for any media relations program, the digital press kit serves as an easy-to-use and accessible resource for information about the destination. The kit includes news releases, story angles, fact sheets, high-resolution images and videos that can be used for stories across different platforms.*
- ***Media Missions/Tours** – Throughout the first quarter of each calendar year, representatives from the Chamber/CVB and the Fahlgren Mortine team meet with top national travel media contacts in select cities including New York City, Washington D.C., Chicago and Atlanta. This includes desk-side meetings and intimate media events during which the group meets with dozens of national consumer/travel editors from outlets such as Food & Wine, Travel + Leisure, Arthur Frommer's Budget Travel, U.S. News & World Report, The Travel Channel, and the Atlanta Journal Constitution, among many others.*



11/7/13 Myrtle Beach's Secret Season - Johnny Jet

JOHNNYJET THE TRAVEL INSIDER™

You are here: Home » Hotels » Myrtle Beach's Secret Season

Myrtle Beach's Secret Season

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OCTOBER 16, 2012 BY IAN LIVINGSTON

The beach is never far from mind in Myrtle Beach

There would be beaches. This I knew. Heading into my four-day September retreat down to Myrtle Beach, I knew very little about my destination, and the little I knew was telling me I was a season too late. There would be beaches, but they would be colder and drier as they began their descent into off-season dormancy.

As it turned out, they were alive and well. The beaches I discovered on South Carolina's eastern shoulder were straight out of a textbook on beaches: soft, pillowy sands reflecting mid-80s rays back towards a beaming sun; waves cresting at just the right height so as to be welcoming, and yet still novelly exciting; beachgoers still beachgo-ing in search of ataraxia, and finding it.

Another summery fall day on Garden City Beach

Again, this was September. On the brink of fall, these were beaches still worth visiting, still worth spending four (or five, or six) days on. Only a few air hours from rapidly cooling Boston, summer seemed unfazed by the calendar's advances; had I just gotten lucky with the weather?

www.johnnyjet.com/2012/10/myrtle-beachs-secret-season/ 1/8

- ***Media Visits and FAM Tours** – The Fahlgren Mortine team coordinates dozens of in-market familiarization trips and media visits with customized itineraries based on the needs of the writer. When appropriate, a member of the agency team accompanies the writer in-market to further explore and understand the history of the area. On average, we host about 100 writers per year.*
- ***Seasonal Air Service Media Outreach** – The Fahlgren Mortine team regularly assists with media outreach around new air service providing media materials, supporting b-roll, creative promotions support and more.*
- ***Deals Media Outreach** – Working with the Chamber/CVB's extensive member database, the team coordinates monthly "deals" news releases focused on accommodations during shoulder seasons.*
- ***Satellite and Radio Media Tours** – While many believe this is an old-school tactic, the Fahlgren Mortine team has found success in partnering with nationally recognized travel writers to deliver key messages through satellite and radio media tours. The team assists with strategic direction and drafting content and key messages to create a successful tour.*
- ***Ongoing Media Outreach** – The Fahlgren Mortine team is comprised of seven people to target, monitor and track media opportunities positioning the Myrtle Beach area as a go-to*

destination for travel. On average, the team spends approximately 70 percent of the monthly retainer on media relations activities.

- ***Seasonal Campaigns** – In addition to ongoing, year-round outreach, the team implements creative campaigns to bolster coverage. Below are two examples:*
  - ***60 Secrets Campaign** – Designed to shine a spotlight on the less-crowded, shoulder-season attractions, this campaign featured 60 lesser-known secrets hidden in Myrtle Beach. The campaign included a blogger FAM trip, Pin-to-Win contest, Facebook contests, blog series, campaign microsite and blogger outreach. The campaign reached more than 47 million consumers, supported growth in social followers by 110,000 (all platforms), generated more than 40 influential blog posts, supported a 25 percent increase in referral traffic to VisitMyrtleBeach.com, and much more. This campaign was recognized by Travel + Leisure (SMITTY Awards) as the "best use of social media by a U.S. CVB" in 2013.*

  - ***Travel Saturday** – Fahlgren Mortine created the first-of-its-kind Travel Saturday, a Black-Friday-style, one-day event with travel deals starting at 30 percent off from participating Myrtle Beach accommodations and attractions. The promotion/flash sale encouraged consumers to "give the gift of travel" and drove top-of-mind awareness for Myrtle Beach in an off-peak timeframe. Media coverage of this campaign included 165 placements such as CNN.com, Associated Press, Today.com, BudgetTravel.com, Huffington Post, Entrepreneur, influential bloggers and many others – for a total earned media reach of 2.5 million potential travelers (conservative estimate).*

As a result of this robust marketing and communications program, the following outcomes were achieved.

- ***More than 130 media were briefed desk-side or hosted in-market in 2013 alone, the majority during the shoulder seasons.***
- ***As a result, this program generated more than 2.1 billion media impressions in 2013, a six percent increased from 2012 figures.***
- ***Secured placements in countless top tier media outlets and niche publications including: Good Morning America, TODAY, FoxNews.com, AOL Travel, Huffington Post, HGTV Magazine, USA Today, the Associated Press and the Travel Channel.***
- ***Supported an increase in total annual visitors from 15 million to 16 million from 2012 to 2013.***

McDonald's: Nocturnivore

Click here to view video case study.

During the great recession, McDonald's has focused on staying aggressive to build their business, take market share and meet shareholder expectations. As McDonald's looked for additional opportunities to build capacity to drive sales, and, recognizing the trend that more and more consumers have become time-shifted, the overnight, or "4th daypart" was identified as an area of strategic priority in 2012 and beyond.

As McDonald's approached the 4th daypart, a concentration on increased franchisee participation was a must. One barrier to an increased participation was the lack of marketing support. In the McDonald's system, a consistent or cohesive expression of late night advertising or merchandising did not exist, and what was available focused on the 24-hour convenience message and left consumers, their lifestyle and needs out of the equation.

When approaching the initiative, as Fahlgren Mortine defined the target audience, it was clear that our core target was also an audience with which the McDonald's brand has experienced difficulties in cultivating a strong brand relationship. Through agency research, we were able to identify a unique culture of late night consumers ranging in age from 18-34 years old. While the top end of the target consumer included Gen Xers, the largest portion of the target focused on Millennials – a generational group that McDonald's has struggled to create any lasting brand affinity with, but who in 6-8 years will make up more than 65 percent of the consumer base in America.

In an effort to transcend the 24-hour creative message and build equity at late night for the McDonald's brand, our creative group developed the idea of the "Nocturnivore" – a person who is out eating at night, but who is also out eating up the night; the proud late-night concert-goer, gamer, or run-of-the-mill night-owl. The tagline, "Savor the Night," most succinctly captured this sentiment and is used throughout the campaign. With TV, radio and out-of-home, we introduced consumers to the idea of the Nocturnivore by leveraging the insight that late-night emanates from the stores; simply turn our lights on and we become a beacon in the night. With additional radio ("I am a Nocturnivore") and certain in-store elements such as the pre-sell kiosk, we dove deeper into the Nocturnivore manifesto and helped define the spirit of the Nocturnivore.

Digitally, our assets carried forward both the generic Nocturnivore message and Breakfast After Midnight message, but the true success was the placement relative to the target audience. Spotify, Pandora, Hulu and EA Sports in-game integration helped establish the message with our target consumers, especially when they are engaging in late-night activities such as online gaming. Following the theme of in-life, our non-traditional placements helped "personalize" the campaign with in-concert specific signage, concert photobooth, "over-age" wrist bands and pedicabs as the final, personal invitation to go forth and Savor the Night.

The 2012 Nocturnivore campaign was highly successful on multiple levels. The Nocturnivore markets were up 17.9 percent in comparative sales to 2011 and 15.8 percent in guest counts. In addition to the creative, strategically placed audio, video, digital and non-traditional media buys helped to ensure the creative connected with our target audience at the appropriate time to cultivate the first moment of truth. This was evident in our digital click-thru rates (.282), more than double the QSR industry standard (.11), proving the creative was relevant even with the lack of call to action in our digital executions.

A final testament to the relevancy of the campaign is our earned media impressions. After two weeks following a single placement in Columbus Business First highlighting the campaign, the story was picked up and circulated across the country and around the globe from properties such as the Chicago Tribune, NBC Nightly News with Brian Williams, Time, Moneyland and the UK Daily Mail, to younger-skewing publications such as The Huffington Post and a Gawker "Prose poem the news" posting. The earned media exposure totaled more than 99 million impressions (343,000 print; 2 million broadcast; 97 million online) and resulted in a national trademark filing for Nocturnivore on behalf of McDonald's-US. Overall, metrics continue to improve, and the campaign is positioned to be adopted on a broader regional and cross-division level.

Kent State University: Experience for Life

Kent State University is the second largest public university in the state of Ohio. The University approached Fahlgren Mortine to assist them in the development of a campaign to increase the academic profile of incoming freshmen. Like many state institutions of higher education, Kent State wanted to recruit top academic performers from high schools in their target market areas.

Fahlgren Mortine leveraged existing market research provided by Kent State and augmented it with primary and secondary research targeted at high school juniors/seniors and their parents. This research provided deep insight into current perceptions of the university, key considerations in and a thorough understanding of the college selection process, and an exploration of taglines that resonated with both groups.

Whereas The Ohio State University, and most other state universities were focusing on class, campus, or professor-based marketing messages, this new research allowed the agency to concept a campaign leveraging successful Kent State alumni, selected based on their appeal to both groups, and those chosen were in fields that are in high demand in today's competitive job market. A diverse group of alumni were selected to tell their individual stories about how Kent State gave them "experience for life" – not just the skills needed for the current job market, but also skills that would benefit them throughout their lifetime. The first set of spots was filmed in 2009 and was so well-received that the campaign evolved in 2013 with four new spots featuring additional alumni.

The key to this message direction, versus the generic advertising that Ohio State was doing, is that we tied the success of well-known alumni with their high-profile place of employment. Our research had shown that students in high school are heavily influenced by recognizable brands and will show an affinity to them if those brands align with their core values.

Headlining the first campaign was a spot featuring Mark Mothersbaugh. Mark was a founding member of the band Devo and has gone on to compose and produce soundtracks for many current video games produced by Sony's "Crash Bandicoot" and EA Games' "The Sims 2." He has also composed musical scores for movies such as "Cloudy With a Chance of Meatballs," "The Rugrats Movie," and Wes Anderson films such as "Rushmore" and "The Royal Tenenbaums." Mark's work, and thus in a way, Kent State, had inspired and influenced potential KSU students for years, perhaps without them even knowing it. In the spot, Marks shares the importance of his time at Kent State with the line "And if my music moved you, thank the place that moved me, Kent State University."

The second campaign was headlined by former Kent State football player, Josh Cribbs. After a successful football career at Kent State, Josh has gone on to play in the NFL with the Cleveland Browns, the Oakland Raiders and is currently with the New York Jets. He delivered an emotional testimonial telling the audience that his Kent State education prepared him, and his family, for a life after the NFL.

Campaign concepts were tested with both parents and students to ensure they were on target, and the agency recommended a media campaign leveraging a combination of television and online advertising. Based on audience research and in order to spend the budget in a more targeted way, network TV was used to target parents while cable was used to target students. To ensure we recommended an online plan that would most effectively reach both students and parents, we sent out a detailed RFP to more than 20 digital partners. After reviewing all of the proposals, we recommended a plan that utilized rich media banner placements across a targeted site list, online video pre-roll units, and mobile web and gaming placements, all targeted specifically to reach the parent and student audience.

The combination of our TV and online placements resulted in an increase of eight times the traffic to the campaign's landing page. The click through rate on the online rich media banners was more than four times the click through rate benchmark for colleges and universities. The 100 percent completion rate for the online video placements was one and a half times the education benchmark. During the five week online campaign, the site partners alone brought in 3,836 site visits. More than 90 percent of the visitors were new visits. Within the five week campaign period, our online partners accounted for 83 percent of the traffic to the campaign's landing page. The campaign continued into spring 2013 with a combination of network and cable television, targeted online placements, and outdoor billboards in the Cleveland-Akron area.

After the first phase of Experience for Life, Kent State's president at the time said that in fall 2010, the university reported its highest ever enrollment with 41,365 students across its eight campuses. That represented a 7.56 percent increase in enrollment compared to the prior year. He cited the marketing campaign as one of several factors contributing to this growth. The 2013 phase of the campaign was The Holmes Report 2013 Gold SABRE winner in the Corporate Reputation/Institutional Image Category.

City of Dublin: The President's Cup

The spotlight of the world of golf shines brightly on Dublin, Ohio, every spring when thousands of visitors and decorated golfers attend the Memorial Tournament at the Muirfield Village Golf Club, located in Dublin. However, the spotlight would return in fall of 2013, this time a little brighter and on a larger scale when the course hosted the 2013 Presidents Cup. The Presidents Cup is an international event that features a series of men's golf matches between the United States and an International Team representing the rest of the world (excluding Europe). This tournament presented a tremendous opportunity not only for the city to earn its share of the tournament's expected $40+ million economic impact for the region, but also to leave guests, the community and partners with an enduring, indelible impression that Dublin is an unparalleled place to experience golf, host an event, raise a family, conduct business and retain top talent.

The Dublin Convention & Visitors Bureau (DCVB) and City of Dublin partnered with us to identify creative and engaging marketing opportunities to raise awareness of the charming city, while showcasing the community pride that makes Dublin a friendly place to live, work and do business.

DCVB, the City of Dublin and Fahlgren Mortine set out to educate the local community on the size and scope of the Presidents Cup, foster community pride, and maximize the international exposure of the City of Dublin.

The integrated campaign leveraged a wide variety of tactics to maximize exposure of the city during the Presidents Cup, including:

- ***2011 Presidents Cup Video Series:*** ***Using video shot at the 2011 Presidents Cup in Melbourne, Australia, the DCVB created a series of videos providing a preview of the 2013 event for local residents and visitors, available at www.youtube.com/DublinCVB.***
- ***The Presidents Cup Plaza:*** ***On Sept. 12, 2013, the City dedicated a plaza in Historic Dublin as the "Presidents Cup Plaza." The plaza featured flags from each country participating in the tournament and a plaque celebrating Dublin's designation as "the only city in the world to host three of golf's most prestigious international team, match-play competitions: The Ryder Cup 1987, The Solheim Cup 1998 and the Presidents Cup 2013." Remarks during the ceremony celebrated Dublin's role as host to the prestigious event.***

- ***Community Art Campaign:*** *Dublin sponsored a unique community art campaign with larger-than-life golf ball statues placed throughout the city. Each golf ball was sponsored and embellished by a local business or community organization to showcase the vibrant and dynamic aspects of the city. The statues built excitement among residents determined to find all 18 statues around town, and also offered interesting b-roll and photo opportunities for members of the international media covering the event.*

- ***Dublin's 18 Most Memorable Moments in Golf:*** *In the weeks preceding the 2013 Presidents Cup, Dublin residents used social media to vote on the most memorable golf moments in the city's history—everything from Tiger Woods' thrilling chip shot to win his fifth Memorial Tournament, to the opening of the local Rivera Golf Club, to the back-to-back state championships of the Dublin Jerome High School Boys and Girls golf teams. The 18 results were unveiled each day leading up to the opening round of the Presidents Cup via social media, video, large banners displayed around town and online at* ***http://www.irishisanattitude.com/top-18****. Dublin Life Magazine also created a pull-out, commemorative poster of the 18 moments.*

- ***Regional Paid Media:*** *The City invested in an online ad buy with GolfChannel.com to convey to regional business decision-makers that Dublin is an ideal place to grow a business. This was a strategic buy, as GolfChannel.com site visitors are three times more likely than the average adult to make corporate purchasing decisions. Rich media banners celebrated aspects of the city that made it an attractive place to live and work, while encouraging visitors to follow the #DublinIsHome hashtag.*
- ***Local Paid Media:*** *Print ads were placed locally featuring Muirfield Village Golf Club founder and Presidents Cup Team Captain Jack Nicklaus and his wife Barbara, both Dublin residents. Using the phrase "Where Champions Reside," the ad thanked the community for making the tournament a world-class event.*
- ***dublinohio.usa.gov/presidentscup****: A page on the City's website was created and maintained throughout the two years leading up to the tournament. It was continuously updated with new content about the tournament and featured a Presidents Cup news feed and links to sites related to the event.*

- ***Social Media:*** *Weekly—and often daily—posts about the tournament were made via the City's and DCVB's Facebook, Twitter and Instagram accounts. Posts included unique facts about the event and the City of Dublin. Posts were frequently shared by various partner organizations, local businesses and residents.*
- ***Signage and Beautification:*** *Two years prior to the tournament, two signs were erected along Interstate 270 leading into Dublin touting the city's role as the home to the 2013 Presidents Cup, offering exposure among millions of residents and travelers. In the weeks leading up to the tournament, American and Dublin, Ohio, USA flags were hung on four bridges leading into the city and red and gold mums were planted and displayed in community areas. Throughout the tournament, major roads in town were renamed Fred Couples Drive and Nick Price Drive to honor the Presidents Cup team captains.*
- ***Fore!Fest Street Party:*** *A street festival was held in Historic Dublin on Oct. 3 to create a vibrant and memorable celebration of the Presidents Cup. A major intersection of the city was closed to create space for five music stages, street performers, retail sales and dining.*

The program generated excellent results for the DCVB and the City of Dublin, including:

- *The sellout crowd of 180,000 Presidents Cup attendees booked a record 6,192 hotel nights and generated an estimated $45 million regional economic impact.*
- *The event attracted 600 members of the domestic and international media, including 16 international television networks, which generated 26 hours of live coverage reaching 800 million households in 225 countries.*
- *5,700 event photos were uploaded during the event with a reach of 52 million Twitter and Instagram users.*
- *Approximately 300 residents, city officials and guests attended the Presidents Cup Plaza dedication, which generated significant local media coverage.*
- *18 local businesses sponsored sculptures in the community art campaign, and passersby were often seen capturing photos with the sculptures. The campaign was such a hit that two of the 300-pound golf ball sculptures were actually stolen during the display period. They were ultimately returned with minimal damage, but it was a quirky testament to the appeal of the community art campaign.*
- *The online media buy delivered more than 995,000 impressions—107 percent of purchased impressions. The overall campaign click-through rate was 0.08 percent, exceeding the industry benchmark by 267 percent.*
- *The City's website dedicated to the event logged more than 11,000 page views during September 2013 and another 11,000 during the six days of the tournament, Oct. 1-6. The page continues to rank as high as fourth in Google searches for "the Presidents Cup"—ahead of even the PGA Tour's page dedicated to the event.*

Matt Kamienski, Presidents Club Executive Director, told the City, "I haven't seen this at Presidents Cups – the excitement and engagement from the overall community. You get the corporate support. You get the membership support from the club and that's usually common when we go to these events, but you never really truly get that community support. It's evident in Dublin."

Hilton Columbus Downtown: Opening

The addition of Hilton Columbus Downtown was a significant milestone for the City of Columbus and Franklin County, adding more than 550 jobs and contributing to the region's economic opportunity. The 532-room, full-service hotel considerably enhanced Columbus' convention offering and allowed the city to compete for a larger share of the state, regional and national conference, meeting, tradeshow and sporting events market. Hilton Worldwide and Hilton Columbus Downtown realized that generating and sustaining awareness of the impending opening of the facility was essential to attracting business for the sales department, as well as leisure travelers and the local community, and engaged Fahlgren Mortine to lead this assignment.

Fahlgren Mortine developed a strategic media relations plan to garner recognition of Hilton Columbus Downtown's primary attributes – a hotel that redefines hospitality, is committed to locally sourced products and the community, and brings a distinctive, yet functional architecture that complements the Columbus neighborhoods it joins. The team sought to position each facet of the hotel (restaurant, artwork, architecture and Skybridge) as an entity unto itself to give media multiple reasons to share information about the hotel.

Working with the marketing team at Hilton Columbus Downtown, Fahlgren Mortine pitched unique hotel attributes to trade, national consumer and regional/local media. The team also conducted ongoing outreach to a targeted set of consumer and trade travel and tourism reporters to offer hosted visits and determine how Hilton Columbus Downtown could fit into upcoming coverage. Also, significant staffing announcements, such as the hiring of the hotel's executive chef and director of food and beverage, provided opportunities to leverage the announcement with food-and-beverage-focused media.

In addition, Fahlgren Mortine scheduled events over a five-month span to showcase the construction process, engage community leaders and garner media coverage, including:

- ***Skybridge Installation:*** *Invited media and the local community to observe the installation of the 380,000-pound glass and steel pedestrian bridge.*
- ***First Guest Welcome:*** *Created buzz around the soft-opening ceremony and arranged media interviews with local dignitaries to celebrate Hilton opening its doors to guests.*
- ***Skybridge Lighting/Dedication:*** *Promoted the Skybridge lighting and dedication ceremony with Mayor Michael Coleman to celebrate the completion of the city's newest architectural landmark.*

- ***Grand Opening Celebration:*** *Developed speaking remarks for keynote speakers, including John Christie, chairman of the Franklin County Convention Facilities Authority board; Mayor Michael Coleman; Franklin County Commissioner Paula Brooks; Bill Jennison, Franklin County Convention Facilities Authority Executive Director; and Christian Coffin, general manager of Hilton Columbus Downtown.*

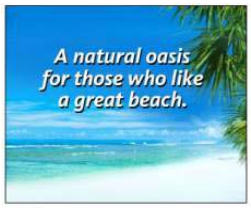
Fahlgren Mortine also supported the hotel's Grand Opening Gala, which featured Cirque du Soleil performers suspended from the hotel ceilings, local performing artists, exquisite foods to showcase the property's food and beverage offering, and a large-scale puzzle that each speaker contributed to following their remarks – symbolic of the role so many entities/collaborators played in bringing the new facility to the Columbus market.

In total, Fahlgren Mortine generated approximately 12.3 million media impressions from trade, national consumer and regional/local media placements focused on the Hilton Columbus Downtown's key amenities, service offerings and unique attributes.

Panama City Beach CVB: BP Oil Spill Crisis Response

Fahlgren Mortine is charged with developing advertising programs for Panama City Beach that maximize the opportunity presented by a new international airport, as well as leveraging co-marketing promotions with partners like Southwest Airlines, Delta and others. Our services cover strategy development, media planning and buying, creative campaign development including print, digital, mobile and broadcast campaigns.

Fahlgren Mortine's relationship with Panama City Beach began in October 2009 with anticipation of a banner year for the destination with the new Northwest Florida Beaches International Airport scheduled to open in May 2010. Southwest Airlines was entering the market with eight daily flights and four new gateway cities and Delta was expanding service with larger planes and lower fares.



The media objectives set forth were:

- ***Stimulate travel to Panama City Beach among first time and repeat visitors***
- ***Protect market share in core drive markets***
- ***Develop brand awareness in new air markets***
- ***Increase travel during shoulder season***
- ***Drive consumers to visitpanamacitybeach.com***

The April 20, 2010, Deepwater Horizon Oil Spill changed everything. We monitored the situation and determined on May 4 the potential threat to the area was great enough to put a hold on the campaign that was originally planned.

Fahlgren Mortine and the Panama City Beach CVB moved forward with the following strategies:

- ***Because of the uncertainty of how the area would be affected, we needed to be flexible and develop a tactical plan that provided the ability to change the message quickly based on current market conditions.***
- ***The press coverage of the spill was continuous and negatively impacting potential visitors to the area in the new gateway markets. We needed to engage our loyal past visitors with an emotional connection to Panama City Beach. Advertising efforts were realigned to focus on our core markets that know and love the destination: Atlanta, Birmingham, Dothan, Houston, Knoxville, Montgomery, Nashville, Orlando, Tallahassee and Panama City Beach.***
- ***Knowing that the press coverage gave the perception that the entire area was covered in oil, we needed to demonstrate in real time that the beaches of Panama City were oil free. In order to get into the market immediately, a digital program was launched on May 15th featuring the "Real Fun Guarantee" vacation assurance program: if oil impacted a visitor's stay, they would receive their money back and a credit for a future stay.***

- *In order to demonstrate in real time that the beaches were clean, we partnered with WJGH in Panama City to shoot daily footage of the beach. Each day the new footage was uploaded to the stations purchased in each market and :15 spots featured the beach conditions within the last 24 hours.*
- *In our core markets we also partnered with Lamar Outdoor with the purchase of digital boards (buy one get two free). Over 21 boards featured the beach in real time with daily images sent live via a Twitter feed.*
- *We reached out to radio partners and Clear Channel, Cox, Cumulus and Radio One aired Panama City Beach PSAs on their network of stations in PCB core markets.*

It wasn't a matter of if, but when – on June 18, 2010, tar balls on Panama City Beach were first reported. To combat the uncertainty, creative focus shifted to give the consumer other reasons to visit the area by creating a summer-long campaign of festivals and events that demonstrated that there is always something fun happening in Panama City Beach.

- *The media mix of television and digital outdoor continued, online digital efforts were expanded and spot radio schedules that included on air promotions and traffic promoting were added. All promoted each event scheduled through the summer.*
- *In addition we partnered with Bookit.com with an online, email and broadcast program that featured Real Fun Rewards, which provided the consumer that booked a PCB vacation with an American Express Gift Card.*
- *Simon Malls manages Pier Park in Panama City Beach, and we leveraged this relationship for a program that included mall signage and email in Atlanta, Dallas and Houston.*

Together, we achieved the following results:

- *The overall approach and campaign elements received national press coverage and, we believe, influenced the visit of the First Family to the area.*
- *Unlike many areas in NW Florida that reported double-digit decreases from the previous year's bed tax collection, Panama City Beach reported a decrease of only 1.8 percent.*
- *The campaign generated 1,145,611,275 impressions in addition to:*
  - *109 percent increase in web visits*
  - *94 percent increase in uniques*
  - *68 percent increase in page views*
  - *24 percent increase in the number of pages viewed*
  - *10 percent increase in time spent on the site*
  - *45 percent increase in Facebook Fans*
  - *26 percent increase in advertising inquiries*
  - *Markets that received local advertising support reported 75 percent or greater website activity as reported by Google Analytics*

Nova Southeastern University: Branding Campaign

Nova Southeastern University (NSU) is the nation's eighth-largest not-for-profit, independent university. Following a formal search process, the university selected Fahlgren Mortine as its agency of record for a university-wide rebranding program in January 2012. NSU engaged the agency for advertising, branding, media planning and buying, and social media for the university as a whole, as well as for individual colleges and departments.

As part of this agency-of-record relationship, Fahlgren Mortine helped develop and launch a new branding campaign in September 2012. The objective of the campaign was to increase awareness and consideration of NSU among first-time college students, in order to drive inquiries and applications from students who would begin courses in the fall of 2013.

To determine the most effective branding, creative and media strategies, we began by performing thorough quantitative and qualitative research with prospective students from the three core Florida counties traditionally targeted by NSU. This included a survey of more than 350 traditional undergraduate prospects, 350 parents of traditional undergraduate prospects and 150 non-traditional undergraduate prospects to assess perceptions of NSU and its competitors. Qualitative research, in the form of online surveys of 40 traditional undergraduate prospects, examined reactions to three positioning statements summarizing intentions and attitudes toward college. Finally, we performed in-depth, onsite interviews with current NSU students.

The quantitative and qualitative research confirmed NSU's strong reputation for graduate and professional programs, and revealed that NSU needed to increase awareness of its undergraduate programs among prospective students and their parents. Awareness was highest in the three core counties, and decreased the farther respondents lived from the Fort Lauderdale campus.

The research also revealed that few respondents were willing to consider NSU for traditional undergraduate degrees, because they wanted to go to school farther from home. This led to our recommendation that NSU should shift its geographic targeting strategy to reach students in northern areas of the state, where the university's warmer climate, proximity to beaches and south Florida lifestyle would be seen as assets.

The primary research we conducted also guided development of a creative concept that resonated with the student and parent target audiences. The research showed that students wanted authenticity in communications, and wanted to see real students, campus life and the opportunities that are available to them as undergraduate students. Additionally, parents wanted to know that their children would be safe while away from home. The geographic location of NSU was also a key differentiator.

The main image in our campaign was a blue door. This door served as a metaphor for students who were about to take the next step in selecting a university, hopefully NSU. It worked for both undergraduate and graduate programs because it served as a visual reminder that at NSU you were able to open the door to success no matter what path you were choosing. The creative also needed to stand out in a crowded and expensive media market, so we opted to produce an original song that was used throughout the campaign.

To ensure that the creative would be effective with the target audience, we tested the creative with focus groups. The groups confirmed that NSU was being presented as a fun, engaging and diverse environment, and that the NSU brand represented in the creative was clear and differentiated.

The media strategy was developed based on the primary research findings along with secondary demographic and psychographic data accessed by our media connections team. The research yielded a strong understanding of the target audience of high school juniors and seniors, and their parents. These insights went beyond the media channels they use and included an understanding of how, where and when they use these channels, enabling us to make the best connections.

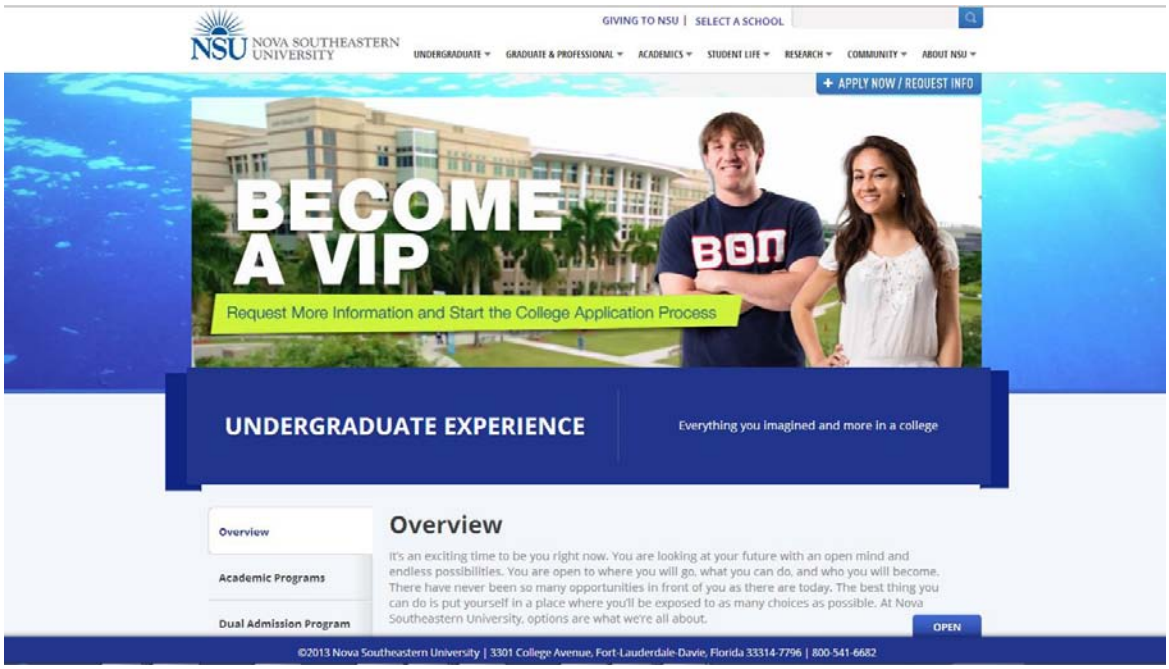
Armed with this insight, the media team developed a strategy to surround the audience members throughout their day in order to place NSU within their college consideration set. We developed an approach that leveraged a combination of online and mobile advertising that included rich media banners, along with television and traditional outdoor. We also recommended an ongoing paid search effort to ensure the university was able to capture students and parents while they were actively seeking information about colleges.

Based on audience research, television efforts focused on prime programming that appeals to the family along with cable programming targeted to teens. To ensure we recommended an online plan that would most effectively reach both students and parents, we implemented demographic and psychographic targeting with selected media partners. Online efforts included pre-roll video units, audio elements and mobile web and gaming placements along with targeted placements on local news sites.

One year after the campaign launch, NSU has seen significant increases across a number of key metrics. Through an integrated campaign and collaboration with NSU, we have helped the university increase the number of students applying to and enrolling at NSU, including highly coveted full-time residential freshman students.

During this timeframe, we achieved the following:

- *Inquiries increased 35 percent over previous year*
- *Applications increased 3.8 percent*
- *First time in college student enrollment increased 7 percent*
- *Traditional transfer student enrollment increased 17 percent*
- *Enrolled undergraduate students increased 6.7 percent*
- *High school GPA increased from 3.71 to 3.84*
- *Average SAT score increased 25 percent (1051 to 1074)*



ACCOUNT MANAGEMENT

Please find below an example of a client status report. On the following page, please find a budget utilization report.

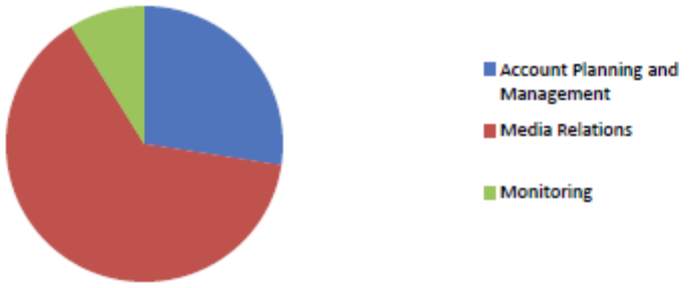
Description	Job Number	Current Status	Agency Action Item	Agency	Client Action Item	Client	Comments
Case Studies -- General	**CE01275**	Could not reschedule interview with MBA Focus(Ryan Pratt). Requested questions through email. Still following up with company. Last follow up email 7/14. Interview scheduled with Uptivity (Patrick Hall) 5/9 at 2 p.m. Since Uptivity was acquired by inContact, Patrick would like to bring someone from inContact's team to contribute to the case study. inContact is on board, but with everything going on, it's going to be a couple months. Followed up 7/14. Still waiting to hear back from company. Persistent Systems (Ken Montgomery) is interested in doing case study about why they chose the Region. By early 2015, they want to update the case study to include the specific successes they've had in the Region. Scheduled interview 7/16, ended up not being the right person. Sent questions, so Ken can find the right person to answer specifics. Followed up 7/24. T- Pro Solutions (Terry Ziegler) can't talk about the company until funding is finalized. She doesn't know timing. FM will continue to follow up. Gwynnie Bee (Robert Escobar) has requested reaching back out in July. Followed up 7/14; awaiting response. Azoti (David Navallo) - Had interview week of 7/7. Working to draft case study.	Continue recruiting new companies to develop additional case studies. Awaiting contacts from client before moving forward with the following companies: Reaching out to ContactUs (contact TBD from client), Capture Education (Mike Neubig), nChannel (contacted general email), ZoopShop (contacted general email), Moriroku Technology (contact TBD from client), HMB, Inc. (contact TBD), Westerman, Inc. (Sonya Higginbotham), International Engineering Group (IEG) (Jim Moore) and Homage (contact TBD).	SI/MB	Client to assist with company contacts as needed.	KM/IA/NR	
Case Studies - SpeedCommerce	**CE01275**	FM still awaiting additional information to draft copy. Company has asked us to follow up again in the spring. Followed up 4/21 to see if company was ready to participate in case study. Still awaiting response.	FM awaiting additional info to draft case study.	SI/MB	Client to review copy when available.	KM/IA/NR	
Expansion updates	**CE00323**	July TCA is complete. Coverage was secured in Columbus Dispatch, Newark Advocate, Columbus CEO online, WCBE.org, WNKO.com, Business First online, 10TV/10TV.com on NBC4/NBC4i.com, as well as three non-Region pickups. FM is holding CoverMyMeds for August TCA. Client to advise of additional projects in the pipeline for August. Non-TCA announcements: Stanley Electric (revised draft was provided 7/15 - tentatively slated for 8/13). Awaiting details for Avnet groundbreaking to help with advisory, etc. Event is slated for 8/12.	FM to draft/revise as needed.	AM/SI/MB	Client to provide feedback, work on approvals.	KM/MM/DS/IA/CS	August TCA: Client to provide background information for projects the week of 8/4 August TCA: FM to provide draft releases, work with client on internal approvals the week of 8/11 August TCA: Client to approve, work with company/city/county contacts on approvals the week of 8/18 (aim to have fully approved versions by EOD 8/22) August TCA: FM to distribute final releases to media at noon 8/25.
Union County/mobile lab release	**CE00323**	FM shared release with local contacts. Tom Knox at Business First thanked us, as he hadn't seen the info. He did a nice story that same afternoon online.	FM to watch for other pickups, incorporate info into Manufacturing Month pitching.	AM/SI/MB	Client to advise if additional info is available.	KM/IA/NR	

fahlgren mortine

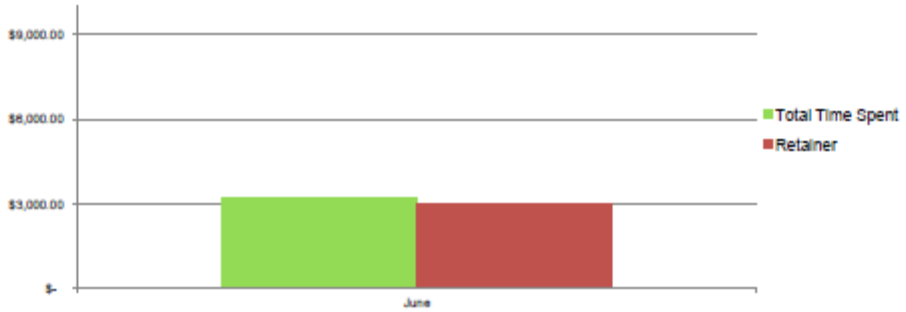
Fahlgren Mortine Billing Summary

June 2014 Fee Amount Billed	$ 3,000.00	
Hours Breakdown	**Staff Time**	**Time Utilization**
Media Relations CONVENE advertorial copy and submission; "What's New" document writing; Phone interview with Meetings Focus; Requesting ASAE media list and outreach	$ 2,031.25	63.7%
Account Management Billing, biweekly status calls	$ 875.00	27.5%
Monitoring	$ 281.25	8.8%
Total Time Spent	**$ 3,187.50**	
Year to Date	**Total Time Spent**	**Retainer**
January 2014	$ 3,187.50	$ 3,000.00
February	$ 2,281.25	$ 3,000.00
March	$ 3,906.25	$ 3,000.00
April	$ 3,343.50	$ 3,000.00
May	$ 3,218.14	$ 3,000.00
June	**$ 3,187.50**	**$ 3,000.00**
TOTAL	**$ 19,124.14**	**$ 18,000.00**

June Time Utilization



Agency Actuals v. Retainer



PROPOSED TEAM

Engagement

Neil Mortine
President and CEO

Neil Mortine is president and CEO of Fahlgren Mortine, one of the largest independently owned marketing and communications firms in the country. His more than 28 years of corporate communications and brand marketing management experience has been at full-service agencies serving notable brands including McDonald's, Kroger, Emerson, Cardinal Health, Office of TourismOhio, Nationwide Children's Hospital, and many more. Under his leadership, Fahlgren Mortine has been named Bulldog Reporter's 2011, 2012 and 2013 Agency of the Year, a finalist for The Holmes Report's 2013 Agency of the Year, a finalist for PRWeek's 2012 Agency of the Year, and a 2012 and 2013 PRNews Top Place to Work. Neil was a finalist for the 2013 and 2014 PRWeek Awards PR Professional of the Year.

Neil was named to the Smart Business Columbus Power 100 for the past six years and was honored by the publication with an award as a 2010 Smart Leader. He also was recognized by the Central Ohio Chapter of the Public Relations Society of America with the Walt Seifert Award for Outstanding Service to PRSSA and the Tom Poling Practitioner of the Year award.

Marty McDonald
Senior Vice President, Tourism Practice Lead

Marty has an extensive background in travel and tourism and consumer public relations. As senior vice president, Marty is responsible for leading the firm's tourism practice, including account strategy development, program management, media relations, event planning, execution and program measurement.

Throughout her career, Marty has led public relations efforts for various development organizations, tourism attractions, restaurants and entertainment venues, and is a frequent speaker at tourism conferences and events. She is a national tourism section member of the Public Relations Society of America and served on the national conference planning committee in 2012. Her work has won many national awards, including distinctions from the U.S. Travel Association, Hospitality Sales and Marketing Association, Travel Weekly, Travel + Leisure, Holmes Report, PRWeek and many others.

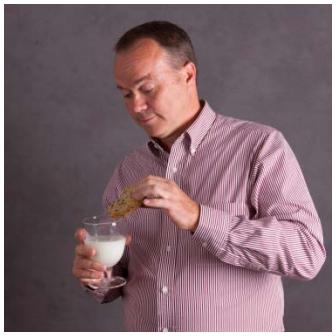
Jeff Scott
Vice President

Jeff brings over 10 years of account management experience, overseeing traditional, digital, experiential, mobile, brand identity and social marketing ideation and implementation in travel and tourism environments. Jeff leads the Panama City Beach CVB and Experience Columbus accounts. Having spent the majority of his career at Chicago-based firms Cramer-Krasselt and Ogilvy & Mather, Jeff managed the strategic development and execution of several TV, print, outdoor and digital campaigns for Corona and Hyatt Hotels.

Ann Marcum
Senior Counselor

Ann focuses on media relations strategy and outreach for a variety of consumer accounts, including the Office of TourismOhio, Myrtle Beach Area Chamber of Commerce/CVB, Columbus 2020 and the Columbus Chamber of Commerce.

Ann's work includes day-to-day media relations strategy and pitching for national consumer publications. Recent accomplishments include coordinating and attending an annual media mission targeting national consumer publications in New York City, resulting in placements in Maxim, Budget Travel and Family Circle, and targeted media pitching around the Myrtle Beach CVB's Travel Saturday campaign, earning timely hits with the Associated Press and BudgetTravel.com. Ann has also assisted North Dakota Tourism with media relations efforts around Theodore Roosevelt National Park, Fort Union Trading Post and Knife River Indian Villages. Her recent media coverage highlights includes Parents Magazine, The Huffington Post, National Geographic Traveler and many more.



John Curtis
Senior Vice President, Managing Director, Boise

John supports clients in the Rocky Mountain region and established the firm's Boise office. He is highly regarded for his ability to align sound strategy with out-of-the-box thinking to exceed desired results. John defined and led the 2011 Halt the Hunger community fundraising campaign for the Idaho Foodbank, which generated 1.9 million meals for the Foodbank in 30 days. He guides the agency's work for Simplot that includes public relations, branding, positioning and messaging, media planning and buying, and social media engagement and supports to the agency's Boise Convention and Visitors Bureau account. John is a board member for Mountain States Group, a non-profit organization that develops and maintains entrepreneurial, education and health programs in the Mountain West.

John has nearly 30 years' experience in marketing, creative services, communications, branding, executive visibility, social media and public relations, with global companies like HP, Philips Lighting, and American Express. John previously worked for New York City-based Ketchum Public Relations.

Kimberly Miles
Senior Media Specialist

Kimberly brings 10 years of tourism marketing and communications experience to benefit her clients. A former public relations manager for the Myrtle Beach Area Chamber of Commerce/CVB, she managed major media initiatives including three presidential primary debates held in Myrtle Beach, and secured coverage on the Peter Greenberg Radio Show, the Travel Channel and HBO. A Destination Marketing Association International Top 30 Under 30 professional in 2011, her background provides her a keen understanding of the joys and challenges of those in the destination marketing and tourism industries.

Erin Maggied
Account Supervisor

Erin is responsible for leading the Myrtle Beach Area Chamber of Commerce/ CVB tourism account. Erin provides strategic counsel on integrated marketing communications campaigns while assisting with national media outreach on behalf of the Chamber/CVB. Under her leadership, the Myrtle Beach Area Chamber of Commerce/CVB has received multiple industry awards including a Bronze Anvil Award of Commendation for a media relations campaign in 2013. Prior to joining Fahlgren Mortine, Erin was a media relations senior specialist at Nationwide Children's Hospital in Columbus, Ohio where she assisted with proactive and reactive media relations through targeted media strategies.

Janelle Huelsman
Senior Account Executive

Janelle provides national and trade media relations, social media counsel, event management and public relations support to a variety of tourism, business-to-business and non-profit clients. These include Boise CVB, Experience Columbus, and The Scotts Miracle-Gro Company, among others. She regularly drafts press materials and manages media pitching for diverse attractions in Boise and Columbus, and has experience generating awareness for unique events for the Franklin Park Conservatory and Botanical Gardens in Columbus, where she also oversaw the tourism non-profit through a website redesign and a rebranding campaign. In 2013 and 2014, Janelle was selected as one of 10 young professionals nationwide to serve on the executive committee for PRSA's New Professionals Section and, in 2013, was recognized as Central Ohio PRSA's "Rising Star."

Caroline Allan
Account Executive

Caroline supports the client engagement team as an account executive. Her client experience includes Cardinal Health, Emerson Network Power, MORPC, and the Myrtle Beach Area Chamber of Commerce. Caroline brings to the agency a wide range of skills, including social media management, media monitoring and measurement, media relations and strategic planning. In May of 2014, Caroline was recognized by the Council of Public Relations Firms as one of several young rising stars from around the country who accomplish positive and meaningful things in the world through client and agency work.

Abbi Whitaker
Owner/President, The Abbi Agency

Abbi is the heart, soul and creative engine that drives The Abbi Agency. A veteran of international media campaigns for some of the nation's largest real estate, tourism and business-to-business companies (including Intrawest, Mammoth Mountain, Squaw Valley USA, Trump International and Fast Wrap USA), Abbi innately understands what drives media coverage. She's launched national franchise campaigns, turned technology start-ups into industry heavyweights and sold luxury real estate and tourist destinations across the globe. Before starting The Abbi Agency, Abbi was vice president of Lyman Public Relations.

Despite her role directing the company's public relations strategy and orchestrating campaigns, Abbi is still most at home picking up the phone and landing top-tier media placements herself. She has secured feature coverage in the world's most prestigious publications and television programming— The New York Times, The Wall Street Journal, Forbes, Fortune Small Business and MSNBC — and has the established relationships with world-class reporters and writers to show for it. Abbi has organized and led media tours across the world, in locations from London, Mexico and Costa Rica to Chicago and New York. A long-time Reno resident and a graduate of the University of Nevada, Reno, she volunteers with Let's Move Nevada, the Obesity Prevention Foundation, Nevada's Center for Entrepreneurship and Technology, the Susan G. Komen Foundation and many other charitable and business organizations.

Ty Whitaker
Owner/Chief Operating Officer, The Abbi Agency

Precise, analytical and organized, Ty is the operational brains of The Abbi Agency. A former water quality scientist, he approaches public relations with the same statistical eye for data collection and results tracking that he perfected while documenting traces of minerals and chemicals in groundwater across Northern Nevada and Lake Tahoe watersheds. Ty's systematic approach puts him at the helm of some of the company's largest governmental and environmental accounts. The rest of the time he is keeping the writers, media relations pros and other creative types in line. Ty captures the big picture, keeping abreast of client competitors and developments in client industries, which allows The Abbi Agency to deliver better, more nuanced and more focused pitches.

Jenny Kendrick
Public Relations Director, The Abbi Agency

As a day-to-day contact for clients, Jenny has become a trusted resource to those who value her willingness to go the extra mile to get the job done. In addition to her effectiveness as a tactician, Jenny is often commended for her diplomatic approach in meeting the diverse objectives of clients and their key constituents, which include hundreds of stakeholder organizations in some cases.

Jenny has been instrumental in the management of media familiarization trips in Reno and North Lake Tahoe where she shares her passion for skiing and outdoor sports with visiting journalists covering the region's adventure opportunities. She has secured briefings with some of the nation's most prestigious news outlets – leading to articles that have kept Switchback clients in the forefront of travelers' minds. She has developed solid business relationships with media travel editors and reporters at outlets such as The New York Times, the Los Angeles Times, The Wall Street Journal, the Chicago Sun-Times, and Sky, to name a few. Jenny's established media contacts also include freelancers whose work regularly appears in top travel media outlets.

David Bunker
Writer, The Abbi Agency

Part newshound and part wordsmith, David has a decade of newspaper, magazine and website writing and editing under his belt. But he's no stodgy newspaper hack. Working with tech companies, budding online businesses and everyone in between, David is always seeking a new way to marry the strengths of journalism with the punchy style that penetrates a new media landscape. David cut his teeth in an inside-the-Beltway newsroom editing international news and national politics, before returning west to work as a reporter and editor at the Sierra Sun newspaper in Truckee. He's written for business, travel and lifestyle magazines across the West. And he's got a pile of first-place writing and investigative reporting awards from the California Newspaper Publishers Association and the Nevada Press Association gathering dust in some forgotten closet to show for it all.

David's public relations writing has landed The Abbi Agency clients in the pages of the most prestigious publications in the nation, including Entrepreneur, Advertising Age, Inc. and The New York Times. He still believes in the power of the press release, but devotes a lot of his time to developing case studies, expert columns and submitted articles for clients in a range of industries from technology to corporate training. When he's not hammering away on his keyboard, David is either mountain biking, backcountry snowboarding or hanging out with his family.

Constance Aguilar
Digital Engagement Strategist, The Abbi Agency

Constance Aguilar understands what makes the events world tick, and she knows how to get people's attention. Those two skills alone make her a sought-after social media specialist. But in the constantly evolving world of digital media, Constance also stays in lock-step with emerging online trends that are transforming the way business interact with their customer base.

Whether it is launching tech products for cloud computing clients and Facebook tab builders or helping traditional businesses connect with consumers online, Constance unlocks the powerful impact of a 21st Century public relations campaign. Outside of her public relations work, Constance puts her technology knowledge to work writing freelance articles for some of the nation's leading tech websites, including Social Media Today, SmartBrief and The CMO Site. She also writes for PR Daily and Media Bistro.

From time to time, Constance emerges from the online universe of Tumblr, Twitter and Facebook and turns her skills toward event production. She has nearly single handedly put on one of Nevada's largest beer festivals (Canfest) and spearheaded the PR for Reno's beloved bike race The Tour de Nez.

Planning

Chrystie Reep
Senior Vice President, Media Connections Director

Chrystie has spent her career identifying opportunities and embracing the changing media landscape to drive connections and engagement with target audiences across all media. Her creative approach for understanding and connecting with audiences comes from her deep passion for research and results.

Chrystie leads the strategic development of all agency media efforts and is Fahlgren Mortine's resident expert in online media. She has translated that knowledge and enthusiasm into developing results-driven programs for many clients including Experience Columbus, City of Gatlinburg CVB, VISIT FLORIDA, Cooper Tires, Nova Southeastern University, Balloon Time, Materion and The Ohio State University Medical Center, among others. Chrystie is a graduate of the E.W. Scripps School of Journalism at Ohio University and has more than 14 years of media experience at several agencies in Columbus.

Lisa Morales Cook
Senior Vice President; Brand Planning

With more than 20 years of branding, positioning, research and strategy experience, Lisa has defined and solved market opportunities for fashion, durable and commercial brands around the world. Creative and intuitive, Lisa's approach to research and strategy draws heavily from the social sciences, including behavioral and positive psychology, anthropology, and sociology. She has applied these principles to the development of products, places, communications, markets and brands in three continents. Lisa is an accomplished moderator, communicator and author. Recently, she led, co-wrote, and toured for three consecutive years to present an annual study on U.S. consumers, the most recent of which focused on the affluent female. She is a graduate of The Ohio State University.

Carissa Richardson
Audio/Video Media Connections Director

Carissa is responsible for managing all aspects of media recommendations from research and maintenance to planning, buying and post-analysis. Her creativity and drive have inspired unique client initiatives with proven results. Carissa is responsible for all media buying and planning for the Cincinnati McDonald's co-op including television, radio, out-of-home, sponsorships and digital. In addition to those responsibilities, Carissa has developed comprehensive media programs for Kent State University, Crown Equipment, West Virginia Department of Health and Human Resources and West Virginia Lottery, among others.

Carissa came to Fahlgren Mortine from Starcom Worldwide and has nine years of media buying experience. In her time with Starcom, Carissa worked on accounts such as General Motors, US Cellular, Applebee's and Value City Furniture.

Megan Smuckler
Senior Media Connections Planner/Buyer

As a senior media connections planner/buyer, Megan leads the execution of secondary research, media planning and buying for various accounts, including Balloon Time, Colfax Fluid Handling, CravOn, Krazy Glue, Midmark, Panama City Beach CVB and Savannah College of Art and Design. Megan's previous experience includes serving as a senior strategist at Morpheus Media in New York City, where she worked with clients such as Net-a-Porter, The Outnet, Mr. Porter, GUESS, Alexander Wang, Sergio Rossi, Edun and Knoll. Megan is a graduate of the University of Mount Union, where she earned her bachelor's degree in media studies.

Robby Herbst
Senior Search Marketing Manager

Robby brings expertise in search engine optimization, paid search, analytics monitoring and copywriting to the Fahlgren Mortine team, where he is responsible for managing, analyzing and optimizing paid search programs for clients including Experience Columbus, Kent State University, Nova Southeastern University, WVU Healthcare, Emerson Network Power and Balloon Time. He also manages and optimizes search engine optimization campaigns for clients such as Nova Southeastern University's Fischler School of Education, Exel and VinylRoofs.org.

Prior to joining Fahlgren Mortine, Robby was a search engine marketing analyst and copywriter for a Columbus digital marketing company, where he performed paid search, search engine optimization, copywriting and branding tasks. His clients included Allied Insurance, Lexus, Signs Now and many others.

Creative

Dave Bowers
Chief Creative Officer

Dave oversees Fahlgren Mortine's award-winning creative services product and is responsible for creative direction and oversight of all creative capabilities. He also plays a key role in enhancing the agency's total service offering, including continuously expanding strategic, digital and agency operations.

Throughout his international award-winning career, Dave has fostered collaborative and inspirational creative environments that attract diverse talent who understand how to transcend medium and know how to intuitively build community around brands. His motivation has always been simple; transform clients into partners, translate mundane into extraordinary and turn cynical consumers into passionate participators. Dave has delivered award-winning work across all media and multiple categories and served notable brands such as Experience Columbus, Gatlinburg CVB, Sealy, Frigidaire, Eli Lilly and Company, and Pfizer.

Sean Cowan
Senior Vice President, Digital Experience Director

Sean is responsible for digital creative, development and ensuring a quality user experience for a variety of clients. With more than 17 years of experience, he works to integrate Fahlgren Mortine's digital offering into the core of the agency's capabilities. Everything he does with interactive must pass his underlying philosophy of "building tools, not toys." He has worked at multiple agencies with clients spanning tourism, healthcare, B2B, consumer, and retail industries .

Aaron Reiser
Vice President, Creative Director and User Experience Director

A talented creative director and manager, Aaron drives Fahlgren Mortine's creative digital studio, including all communication design, interactive design and concepting for the agency's clients and partners. Working with a talented team of architects, designers and developers, Aaron strives to create forward-thinking user experiences that inspire audiences and drive results. He loves to push clients to evolve their brands as well as architect beautiful and smart digital experiences.

Prior to coming to Fahlgren Mortine, Aaron was the creative lead for the mobile practice at a global digital agency. Over the span of four years, he established the practice and built a team of mobile experts. He has created both web and mobile campaigns for Panama City Beach CVB, Johnson & Johnson, Merck, Cephalon, Cardinal Health, The Ohio State University Wexner Medical Center, Mitsubishi, HP, P&G, Head & Shoulders, Gillette Venus, Sherwin-Williams, Purina Cat Chow, Speck, Ace Hardware and Kohler, among others.

Bill Marconi
Associate Creative Director

Bill believes in communicating clear and succinct messages through high level concepts. It's the way he has been cutting through the clutter to reach the consumer for more than 20 years. A problem solver with a passion for art, Bill naturally looks at projects from a multitude of perspectives. It allows him to solve any creative challenge with the client's best interest, voice and brand in mind. His work has earned him several awards including an ADDY and recognitions from the Press Club and Admissions Marketing. His client experience includes the Columbus Image Collaborative, Panama City Beach CVB, Goodyear, ISUZU and Sherwin-Williams.

Mike Exner
Associate Creative Director

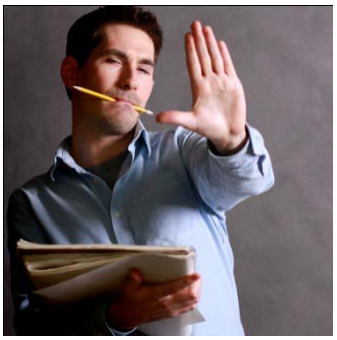
Having worked with hundreds of clients, Mike brings a unique experience to every ad he writes. His ability to turn complex information into a simple, memorable message makes him a real asset to every account he works on. Over his more than 20 years in the business, Mike's work has earned a One Show merit award and a number of national ADDYs.

Greg Wilson
Senior Art Director, User Experience

Greg works to create interactive designs that enhance brand experiences for the end user. His background includes national agencies and publishing companies, working with brands that are household names. Greg lends his talent to several Fahlgren Mortine clients, including McDonald's, Emerson and the Savannah College of Art and Design.

Bill Fioritto
Senior Art Director

When a client is looking for a brand makeover or an entirely new one, Bill usually gets a knock on his door. Bill specializes in creating something from nothing, which he enjoys immensely. He has a bachelor's in fine arts from the Columbus College of Art & Design and 10 of experience creating fresh, clean and highly effective designs. Bill has worked with the McDonald's brand for several years, and highlights include a South Florida McDonald's ad being published in Graphic Design USA in 2008, and leading the development of several elements of the recently successful Nocturnivore campaign, which won a Holmes Report Gold SABRE and a PRSA Silver Anvil Award of Excellence.



Steve Parker
Senior Digital Designer

Steve is responsible for designing and laying out everything from websites and storyboards to animated Flash banners and After Effects motion graphics. With 10 years of experience, Steve keeps his focus on both usability and aesthetics in his designs. He has worked with various clients, including Panama City Beach CVB, Kent State University, Nova Southeastern University, EMH Healthcare and St. Elizabeth Healthcare.

Jeff Breckenridge
Senior Digital Designer

As a senior digital designer, Jeff works with clients such as Krazy Glue, McDonald's, Emerson and Savannah College of Art & Design on projects involving interaction design, UI design, animation, motion graphics, sound and web design. Jeff's previous experience includes freelance web/interaction and motion design for clients including Leftchannel, Mills James Productions, Emerging Marketing and Northeast Ohio Endocrinology. Jeff also worked at Resource Interactive as both a motion and an interaction designer. While there, he worked on several notable client accounts including HP, Wendys and Victoria's Secret.

Michael Altimier
Designer

Michael supports his clients' businesses with computer graphics, branding and identification. He works on a variety of accounts, including Kroger, Simplot, Mission Essential, Crown, Experience Columbus, Emerson, McDonald's and Panama City Beach CVB. Before joining Fahlgren Mortine, Michael worked for The Navicor Group in various design capacities, including time spent as the art director on two accounts, Novocure and Biothrax. He also worked with Seattle Genetics, OncogeneX, Millenium, Affymax and Teva.

Thea Bergstedt
Designer

Thea designs attention-grabbing advertising and various print materials for Fahlgren Mortine's clients. Her work has gone on to win several awards, including numerous ADDY Awards and Columbus Creative Best Awards. Her client experience includes Experience Columbus, Nova Southeastern University, McDonald's, Elmer's, the City of Columbus and Jeni's Splendid Ice Creams, among others.

Jennifer Jenkins
Vice President, Creative Services

Jennifer has more than 25 years of experience in the advertising/public relations industry. Jennifer heads up the agency's creative services department, which includes project management, production and proofreading.

One of Jennifer's areas of expertise is coordinating and directing multi-faceted projects during all aspects of planning, development and production within a high-demand, fast-paced, team environment. She has the keen ability to evaluate existing data and systems, identify gaps and redundancies, and implement enhanced processes to improve operational performance. Jennifer has broad based management capabilities with strong leadership, communication, organizational and decision making skills, which is why she is an integral member of the Fahlgren Mortine team.

Her brand experience includes Experience Columbus, Panama City Beach CVB, Gatlinburg CVB, McDonald's, Owens Corning, NAPA, OhioHealth, The Ohio State University Medical Center, Abbott, Kahn's/Hillshire Farms, Huntington Bank, Mead Products, Totes, Cooper Tire, Lexmark, and more.

Katie Tebbutt
Director, Digital Project Management

As the Director for Fahlgren Mortine's digital project management group, Katie manages the digital strategy and handles the day-to-day interactive project management tasks for various clients, including Experience Columbus, Panama City Beach CVB, Nova Southeastern University, among others. With more than 10 years of experience in interactive marketing, Katie is able to be a strategic partner to clients, understanding their business, anticipating needs and growing each relationship.

Prior to joining Fahlgren Mortine, Katie worked for Blue Diesel as a Senior Account Manager. Katie was the owner of, and primary contact for, key client relationships, including Eli Lilly & Company, Janssen Pharmaceuticals and Ortho-McNeil Neurologics, to name a few. Acting as a strategic partner to understand client business and anticipate needs, she managed and led multidisciplinary teams in developing creative solutions and overseeing the implementation of tactical details for each account.

Ryan Longbrake
Senior Digital Account Specialist

Ryan collaborates with clients to flesh out solutions to their digital challenges. His passion for digital marketing, emerging media and technology enable him to seamlessly connect all channels of a client's marketing strategy. Ryan has served a variety of clients at Fahlgren Mortine, including Franklin Park Conservatory and Botanical Gardens, Cooper Tires, NiSource (Columbia Gas), West Virginia Lottery and the Columbus Chamber of Commerce.

Prior to joining Fahlgren Mortine, Ryan spent six years in project/account managerial positions in the interactive space at Reflex Design & Technology, supporting clients such as Fifth Third Bank and American Eagle.

Michelle Spalding
Broadcast Producer

Michelle has been a member of Fahlgren Mortine's production team since 1995. Her clients call her "the Purchase Order Goddess," a name she loves because she's a little nuts about paper work. It's why the production team wouldn't be the same or nearly as efficient without her. Michelle has produced video and radio spots for a slew of clients including Panama City Beach CVB, Gatlinburg CVB, VISIT FLORIDA, TourismOhio, NAPA, McDonald's and Cooper Tire.

Tim Shoaf
Sr. Production Manager

Tim has been a fixture at Fahlgren Mortine, and has worked with McDonald's, for over 30 years. He's maintained relationships with McDonald's point-of-purchase suppliers for more than 30 years as well, and has managed the production of in-store and drive-thru point-of-purchase displays, direct mail, various forms of outdoor advertising, billboards and transit advertising. Tim has also worked with Domino's Pizza and Kroger. His knowledge and unparalleled experience in print production are big reasons why the agency has been able to continually push the envelope in creating attention-grabbing print pieces.

EARNED MEDIA PLACEMENTS

On the following pages, please find samples of earned media placements by Fahlgren Mortine and The Abbi Agency.

AOL Travel Feature

Secured on behalf of Myrtle Beach Area Chamber of Commerce/CVB.
Resulting from outdoor activities pitch to writer.
June 26, 2013

Aol Travel.

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Aol ORIGINAL

Beach Cruiser Ride: Myrtle Beach

by Lynn & Cele Seldon Subscribe to Lynn & Cele Seldon's posts TEXT SIZE: A A A 0 comment

Posted Jun 26th 2013 12:53 PM

Updated Jun 26th 2013 04:38 PM

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Cycling at South Carolina's Myrtle Beach is two-wheel travel at its beachy best. Just south of Myrtle Beach proper, the Waccamaw Neck Bikeway punctuates the area's natural scenery with spots to savor fresh cooking and local art and architecture. Much of the paved path is closed to vehicular traffic, and it generally runs through wooded public land. Even in the heat of summer, we often make our way here from our home in Oak Island, N.C., to ride the shady trail.

The Waccamaw Neck Bikeway is a work in progress -- once completed it will lead to just north of Georgetown, a 20-mile ride -- but shorter segments are already open for riders. Our favorite ride is a 16-mile out-and-back trip along that features the longest and best stretch of trail. This route runs north about 8 miles from the town of Pawleys Island, near the planned community of Litchfield by the Sea, to the fishing village of Murrells Inlet.

We picked up beach cruisers and pedaled out to explore the trail, stopping at our favorite places along the way. Including lunch, the ride took about 6 hours; you could cycle it in less time, but you might not be able to take in the beauty of the historic houses and gardens, marshes, dunes and beaches. Follow along with us in the slideshow below.

FULLSCREEN

Photo: Lynn and Cele Seldon 1 of 10

Bike Rental to Start the Trip

We rented two purple three-speed beach cruisers at Cyclopedia, about 30 minutes from the busy heart of Myrtle Beach. We've always found the staff there friendly, knowledgeable and helpful. They're also trail insiders, so we stop there just to see what's going on along the route even when we're using our own bikes.

Filed Under: Beach, EcoTravel

Tags: beach cruiser, cycling, myrtle beach, south carolina

New York Post Travel Feature
Secured on behalf of TourismOhio.
Resulting from pitch to writer.
September 16, 2013

IN THE NEWS: TRACY MORGAN IRELAND BALDWIN WORLD CUP NEW YORK RANGERS

HOME SECTIONS SEARCH **NEW YORK POST** FOLLOW SUBSCRIBE SIGN IN

LIVING

Hit up Ohio's many art museums

By Jennifer Ceaser

September 16, 2013 | 6:58pm

Street artist JR shows at Cincinnati's Contemporary Art Center.
Photo: Christopher Shay

Most folks take a road trip to check out the scenery, regional cuisine and a historic site or two. But consider a different road-trip theme — like, say, a museum tour . . . through, say, the state of Ohio.

Ohio and the arts are not such strange bedfellows: Flush with cash in the early 20th century — from industries like steel, rubber and soap — Cleveland, Toledo, Akron and Cincinnati built grand museums, and acquired masterpieces to fill them.

MORE ON:
ART

Art historians discover painting underneath Picasso masterpiece

Man bought Banksy paintings for $60 -- and will make a

TRENDING NOW

43064

Who is having the most sex?

going places

Floating bricks make a splash at Legoland California.

2014 Parents 10 BEST THEME PARKS FOR FAMILIES

Ticket to Fun

Thrill the kids with a trip to one of these parks that offer plenty of pint-size rides, healthy eats, family conveniences, and high-tech features.

by KAREN CICERO

june 2014 34 parents

Parents Magazine Placement

Secured on behalf of TourismOhio.
Resulting from desk-side meeting during New York Media Mission.

Travel + Leisure – America's Coolest Breweries Roundup

Secured on behalf of TourismOhio.
Resulting from direct pitch to writer.
October 2013

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America's Coolest Breweries

BACK 9 of 15 NEXT

Great Lakes Brewing, Cleveland

Great Lakes Brewing's move to Ohio City in 1998 has helped make the neighborhood a cultural hot spot. The brewery is also on a mission to educate: it offers public and private brewery tours, beer school classes, beer tastings and talks, as well as tours of a six-acre urban farm it founded with community partners to grow organic produce and brewing ingredients. On Cleveland Indians and Cavaliers game days, the brewery offers $1 rides on The Fatty Wagon, a vegetable oil–powered shuttle. But don't leave without trying the Christmas Ale and homemade pierogis.

greatlakesbrewing.com

Courtesy of Great Lakes Brewing

New York Times
Economic Development Story
July 7, 2014

Entertainment
A Payoff From Streaming
Independent labels and young artists are embracing streaming music on their own terms. 3

Advertising
No Lazy Days of Summer
Original programming is replacing many of the reruns that typically dominate the summer. 4

Social Media
Twitter's Ad Strategy
Dick Costolo, Twitter's chief, h kept his ad team intact as he seeks further revenue growth.

Business Day
The New York Times
MONDAY, JULY 7, 2

In Casino Town, Rolling the Dice On High-Tech

Seeking a New Imag Reno Cites Low Taxe And a Good Locatio To Attract Start-Ups

By DIONNE SEARCEY

RENO, Nev. — A street newly nicknamed Startup Row intersects this city's old strip of casinos touting Money Maker Jackpots and Crazy Cash Slot Tournaments.

While old-fashioned slot machines are whirring nearby, this stretch of road has become a home for smartphone app makers, cloud computing developers and companies like one that set up shop here recently to build tiny sensors that allow devices to connect to the Internet.

San Francisco Chronicle
Secured on behalf of North Lake Tahoe
September 22, 2013

Travel

San Francisco Chronicle

At high-altitude Tahoe, it's always peak season

By: Bill Fink
September 22,2013

I'm hanging like a Halloween pumpkin from a wire 50 feet off the ground, crooked grimace on my face as I dangle in the wind.

Kids scurry around me like squirrels in the trees, bridges and zip lines that make up the Squaw High Ropes course. I hear a band in the distance and catch a glimpse of vendor tents serving seasonal treats at a Squaw Village festival.

Autumn around Lake Tahoe is considered to be a less-appealing "shoulder season" sandwiched between the popular water and hiking activities of summer and winter's snow sport vacations.

But smaller crowds, cheaper rates and a full calendar of festivals, food and fun make fall a great time to spend a weekend at Lake Tahoe - whether you're admiring the foliage or getting stuck up in it.

Treetops and trails

While the Lake Tahoe area landscape is dominated by evergreens, there's still plenty of opportunity to discover scenic fall colors. The appropriately named Fallen Leaf Lake above the

NBC San Francisco

Secured on behalf of North Lake Tahoe

August 7, 2014

NBC BAY AREA

worth THE trip

TahoeART Month: September Surprises

Dance, photography, music, and other treats flutter by the big lake.

By Alysia Gray Painter

| Thursday, Aug 7, 2014 | Updated 6:17 PM PDT

LIVELY TIMES BESIDE THE LAKE: When there's a large body of water that's considered to be one of the planet's most glorious spots -- let's just cut straight to the absolutely true, watertight statements here -- it can be challenging to turn your gaze from the water for any length of time. Oh, perhaps if you're a skier, and there are snowy slopes nearby, but all that shimmery blue expanse? Yep, it's captivating. But the rather wonderful thing about Lake Tahoe -- we're talking about Lake Tahoe here, lest you were sitting in suspense -- is that its shores tend to be laden with lovely and mind-expanding and thought-challenging and heart-gladdening happenings. And if you arrive in September? Well, just multiply those happenings by two or three. That happens to beTahoeART Month around North Tahoe, which is the time of year a whole spring of cultural to-dos burble up and take flight (or, less poetically and more accurately, appear before your eyes in galleries and on paths near the lake). Wait strike that: It is plenty poetic, TahoeART Month, fanciful flight or not, and it is set to

Yahoo! Travel

June 26, 2014

YAHOO! TRAVEL

Making Friends on the Loneliest Road in America: Highway 50 in Nevada

Bill Fink Jun 26, 2014

The reputation of Highway 50: "It's totally empty. There are no points of interest. We don't recommend it." (All photos: Bill Fink)

The Concept: Drive the length of "America's Loneliest Road" to see