New Advertising Strategies for our Services at M-Global, Inc.

To Attend: Team Leader- (James Hernandez), Meeting Chair- (Sally Harkin),

Scribe- (Bill Samuelson), Time-Keeper- (Jody Simmons)

From: Team Leader- (James Hernandez)

Meeting Date: September 9, 2020

Time: 2:00 p.m.

Place: Conference Room 1

Objective: Developing a Report on New Advertising Strategies

Reports: James Hernandez – Discusses record recordings on most and least services being

used by clients (2:05 p.m. – 2:25 p.m.)

Sally Harkin – Discusses current Advertising practices being incorporated at

M-Global (2:25 p.m. – 2:45 p.m.)

Bill Samuelson – Reports on recent survey from focus group for new

advertisements in development (2:45 p.m. – 3:05 p.m.)

Jody Simmons – Report on Competitors Advertisement strategies

(3:05 p.m. – 4:25 p.m.)

Action: Begin preparing materials to help advertisement teams to incorporate new/ in

development strategies and keep track of how impactful these new experimental

strategies are compared to previous.

New Advertising Strategies for our Services at M-Global, Inc.

Meeting Minutes

Wednesday, September 9, 2020

2:00-4:25 Conference Room 1

Attendees: Team Leader- (James Hernandez), Meeting Chair- (Sally Harkin),

Scribe- (Bill Samuelson), Time-Keeper- (Jody Simmons)

(All members of the M-Global Advertisement Strategies Group)

Absentees: -

Objective: Developing a Report on New Advertising Strategies

James reported that the most popular services being requested from M-Global’s clients were from Environmental management and Training respectively, as well as our least popular services being Soils work on the land and at sea. James came up with these results by overlooking the records in our database starting from December of 2014. Analyzing the data James explained that the popularity of these services could be in direct correlation of the financial time spent on advertisement on that respective service.

Sally discussed about the current methods and techniques that the M-Global Advertainment teams currently use. She shared 15 examples, one for each of the services currently being offered at M-Global. She showed us current and past advertisements for the services by combining her findings with James’ results from his study we could draw further on why certain services would be popular than others. However, based on her findings we were able to choose 6 good examples that met M-Global current standards and 9 that were not.

Bill discussed his results compiled from recent focus group surveys on new advertisements. He shares with the team the advertisements that got the most promising feedback as well as the ones that received poor feedback. He discusses that the ones with promising feedback used techniques that were comprised current ideals just slightly modified but also believed that the ones with poor feedback received such feedback because of the unfamiliarity that the group had with the service.

Jody reported back on her findings from researching competitor’s advertisement techniques/ strategies. She showed us 5 examples of leading competitors for our services and compared them to our advertisements being used for the respected service. She also explained the location strategies for these placed advertisements compared to ours as well.

Postmeeting actions:

James will begin drafting visual charts based on data found for further investigation

Jody will help bill in new focus group using her findings from competitors

Bill and Sally will begin drafting a new layout of current and in development Ad Strategies

Next meeting:

Sunday, September 13, 2020, 2:00 p.m. in Conference Room 1