

Summary Report of London Olympic 2012 Pipeline

Probability	Nbr_of_Optys	Total Budget	Tot_Forecast
100	7	\$171,675,000	\$171,675,000
90	4	\$205,000,000	\$184,500,000
70	8	\$264,000,000	\$184,800,000
50	20	\$127,040,000	\$63,520,000
30	3	\$2,450,000	\$735,000
10	319	\$333,729,670	\$33,372,967
	361	\$1,103,894,670	\$638,602,967

Prob_Digi	Nbr_of_Optys	Digital_Budget	D_forecast
100	7	\$68,100	\$68,100
90	4	\$56,000	\$50,400
70	8	\$23,200	\$16,240
50	18	\$156,500	\$78,250
30	5	\$112,000	\$33,600
10	319	\$2,784,731	\$278,473
	361	\$3,200,531	\$525,063

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
100	Anheuser-Busch InBev	McCavanagh	\$23,100,000	\$0	9/22 Need to reschedule Olympic recap. 6/16 Need to reschedule the Recap 5/14/10 AB Recap Meeting set for 6/11/10. Need to confirm with Rich that Mark Wright will be in town for the meeting, if not need to reschedule.
	General Electric	Clachko	\$50,000,000	\$15,000	dollars are committed but plan still needs to be worked out much closer in
	Nike Inc.	Clachko	\$21,800,000	\$0	Ordered 2.27.09 as part of 2 game deal
	Subway Franchisee Advertising Fund Trust	Nolan	\$15,000,000	\$21,000	\$15 MM Gross on-air and \$900k Net on-line have been committed to London as part of multi-year, multi-sport deal. Still need to negotiate plan and added value value. Conversations/Lunch between Gary Z. and Tony Pace about what we are comfortable with. Apolo Ohno is a spokesperson. Subway will want to use Ohno in London in the same manner they used Phelps in Vancouver. Continue to leverage Phelps relationship.
	United Airlines	Clennon	\$14,500,000	\$0	HOLD, set to go to Order January 2011.
	Visa USA, Inc.	Clachko	\$32,275,000	\$0	Original deal was for \$34MM with \$1.725M going to Local. We are now discussing Financial Cat with them for additional dollars
	Walmart	Clachko	\$15,000,000	\$32,100	dollars are committed - plan is still being finalized
			\$171,675,000	\$68,100	
90	AT&T	Nolan	\$75,000,000	\$0	We are securing a meeting between Dick and Daryl to discuss London. Working on dates with CMO & Spokes persons. Also working on the AT&T Category so that we can justify the larger spends we will be asking for from AT&T. Working through Tablets, Handsets, new wireless technologies, etc... Fuller asked that we give her until after 10/1 to receive a proposal from us. Met with the entire AT&T Team in Atlanta on 4/26. Presented Vancouver Recap and began discussions for London. Client very pleased with Vancouver performance and has said the Olympic will be important to AT&T moving forward. Indicated that a deal before the end on 2010 may be doable. More lead time for them, the better. Concerns over the category as technology is constantly changing and not sure what they will be selling in summer of 2012.
	Coca-Cola Company	Clachko	\$55,000,000	\$0	talks to begin by mid September - 11/1/10 trigger date for London plan. Julie Goldstein is setting up dinner meeting in Atlanta. We are preparing our offer.
	McDonald's Corp	Clachko	\$25,000,000	\$35,000	We have let OMD know that discussions must start very soon or we will not be able to protect local markets for them. McGovern said they should be ready to start talking by end of September.
	Procter & Gamble	Clachko	\$50,000,000	\$0	meeting with Sara Kramer and Scott Lee on 9/23. We are trying to move along their timetable
			\$50,000,000	\$21,000	meeting with Sara Kramer and Scott Lee on 9/23. We are trying to move along their timetable
			\$255,000,000	\$56,000	

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
70	BMW	McCavanagh	\$50,000,000	\$0	9/22 Met with Patrick and the creative agencies on the phone to deliver the Best Practices presentation. Next steps: Dani and Cortney are developing and agency POV for Patrick to bring to Germany with the ask, including dollars and GM activation request. Nothing will be decided until there is a new VP which may be by the end of September. 6/16 Presented the BMW recap to Patrick McKenna at BMW Headquarters. Next steps are working with Dani in regards to an extension on the 90 days which is Aug 27th. They want a one month extension due to a meeting in Munich in September in which all BMW media plans are being presented including Olympics. Seth said that he would discuss this extension in a meeting with the client that we are trying to set up on either the 8th or 15th of July. I have asked Dani for an e-mail stating that BMW is passing on the entire category.. (allowing us to forward with our GM conversations). 5/14/10 Presented the Vancouver recap to Mccan in preparation for the BMW client meeting on Ma
	Bp Oil Corporation	McCavanagh	\$28,000,000	\$0	9/22 Finalizing an updated proposal for BP with some activation ideas for the calendar year 2012 across multiple dayparts. Will deliver to Matt week of 9/20 or 9/27. 6/16 Due to BP's current state of affairs, Luc and Mike will not be at the London meeting. Their status with the usoc currently remains up in the air. 5/14/10 Exclusive plan presented to Matt at Mindshare. We have given them to July 7th to evaluate exclusively before we go to market. Preparing presentation for a meeting with Luc in London during Wimbledon.
	Geico	Clachko	\$8,000,000	\$3,200	Brum currently in negotiations for \$8.0 - we should know by end of October
	General Motors	McCavanagh	\$120,000,000	\$5,000	9/22 Next step is to deliver the updated proposal (IV) to Stacie the week of 9/20. 6/16 I delivered a plan to Stacey and Whitey for 103.2M gross on May 27th. The plan did not include exclusivity which they have subsequently asked for. A plan was then submitted to Stacie by Paul the w/o June 7th for 128.37 gross. Stacie asked me for some research on olympic composition and upscale stories on 6/14 which I supplied the same day and worked with Whitey on some research questions they had. Next steps are waiting on their response to our plan and the e-mail from BMW passing on the entire category so we can move this deal forward.
	Hilton Worldwide	Clachko	\$13,000,000	\$0	We have given them until end of August a exclusive negotiating window. Conversations are progressing - should have deal done by end of October.
	Liberty Mutual	McCavanagh	\$15,000,000	\$15,000	9/22 Meeting with Guy in Wales to discuss next steps. 6/16 Delivered the Recap to Guy, Stacey, Seb and their digital team. Liberty was happy with the linear investment but their digital investment slightly underdelivered (Matt is taking care of this with them). 2012 is a big year for Liberty as it is their 100th Birthday in July. Timing could be perfect and they want to explore ideas to capitalize on the timing of the game and this milestone year. Next steps are to set up a meeting to discuss a Liberty build up in Sports with potential SB.
	Target Corporation	Clennon	\$15,000,000	\$0	Plan submitted 10/4. Agency recap delivered 6/3. Delivered agency specific creative IAG data follow-up. Clearly communicated that nights and weekend afternoon of exclusivity is in jeopardy if clear indication of participation at a agreeable level isn't secured.
	Warner Brothers	Nolan	\$15,000,000	\$0	Warner Brother interested in talking about London right away. Would like to secure on of the two premiere movie studio positions during th Games. Paul met with Lynn on 5/4 with dinner to follow. We then met again with Lynn and the entire WB Team duirng upfront week - 5/18. Circle back and put a proposal in front of them...
			\$264,000,000	\$23,200	

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
50	Aflac Insurance	Clachko	\$5,000,000	\$21,000	5/4/10 Paul & Jeff presented client with Vancouver recap in April. Account awarded to Mediavest - Chris 's group. Chris says they won't be ready to discuss 2012 until early next year.
	Allstate Insurance	Clennon	\$10,000,000	\$0	Expect client exclusive plan feedback/decision w/o 10/11. Present HOF program to client 9/14.9/10 Exclusive plan submitted to agency. Awaiting feedback. 5/25 Delivered recap. 6/12 Provided research follow-up.
	Bank Of America	Clennon	\$10,000,000	\$0	Client is vetting internally and awaiting feedback. Client is 9/15 presented USOC opportunity. Agency recap delivered 5/26.
	Best Buy Company, Inc.	Clennon	\$3,000,000	\$0	Building custom content program concept with expected presentation date late Q1 2011. Met with Keith Bryan and Rebecca Lambert 10/4. Client recap delivered 6/3.
	DIRECTV	McCavanagh	\$10,000,000	\$76,000	9/22 Meeting with DIRECTV on 9/28 to deliver recap.
	Dreamworks SKG	Nolan	\$15,000,000	\$0	
	E-Trade Securities	Clennon	\$3,000,000	\$0	Agency communicated that they would like to consider a deal tied to account acquisition metrics. Agency recap delivered 5/26.
	Edward Jones Investments	Clennon	\$5,000,000	\$0	JV meeting set for 11/11 in STL. Confirm receipt of JV opportunity letter. Agency recap delivered 5/25.
	Go Rving Coalition	Clennon	\$1,500,000	\$32,000	Discussed the option of doing a London deal before his retirement to no avail. Per Gary, they are interested in London, but budgets are contingent on proir year sales.
	Goodyear	McCavanagh	\$5,000,000	\$0	9/22 Setting up a meeting with Gagne in October to discuss ariels.
	J.C. Penney Co.	Clachko	\$5,000,000	\$0	Met with Robin Thomas in Dallas in August. next step is for Clennon to meet with planners in Chicago
	Kraft Foods	Clachko	\$5,000,000	\$0	meeting set for 9/23 in Tarrytown with Gary Gruneberg
	Ladders, The	Clennon	\$2,000,000	\$0	Agency recap meeting delivered 6/3. Next steps include gathering Vancouver success story findings from client and possible client interview depending on findings.
	London Tourism	Snelleman	\$5,000,000	\$0	Have dinner set up w/ client in LA on Oct 28, which will provide opportunity to discuss next steps.
	Lucas Arts Entertainment	Dunning	\$1,540,000	\$0	
	Mazda	Dunning	\$2,000,000	\$67,000	
	MillerCoors	Nolan	\$15,000,000	\$4,500	Constant communication with MillerCoors for London. Met with Brand Managers and Media team in Chicago on 9/14. Seth had lunch with Any E. on 9/21. We will be puting a multi sport multi year deal in front of MillerCoors in the next couple of weeks, Olympics, NFL, Hockey, Tennis. Challenges for Olympics - Cost prohibitive, hard for MC to justify high CPMs vs other sports they buy, carving out space for the different brands to feel big... Good News - timing is perfect, client passionate about the Olympics, very strong relationships, invade A-B...
	Omega Watches	Clachko	\$4,000,000	\$0	won't be ready to talk until 2011
	Samsung Electronics	Clennon	\$10,000,000	\$0	Mr. Kwon contacting GZ to discuss brainstorming session dates. 9/8 NY meeting with Mr Kwon, positive meeting with discussion of improved partnership in future. Discussing IOC definition expansion. Handsets division conversations on hold pending ATT deal. Will need understand what can be offered given the ATT deal.
	Visit Britain	Snelleman	\$10,000,000	\$23,000	10/4: Paul met with the Wales Client at Ryder Cup, paired w/ meeting the overall VB group in London the end of June for Wimbledon, presented Tourism case study. Hoping to get idea of Govt financing from UK in November for US marketing push. Paul & I setting up meeting w/ Laurence Bresh's group for Feb 2011
			\$127,040,000	\$223,500	

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
30	Columbia Sportswear	Dunning	\$150,000	\$45,000	
	MGM Studios, Inc	Dunning	\$2,300,000	\$0	
	eHarmony Inc	Dunning	\$0	\$0	
			\$2,450,000	\$45,000	
10	21st Century Insurance	Dunning	\$200,000	\$0	
	5 Hour Energy	Shelata	\$0	\$32,000	
	ABC Family	Clachko	\$0	\$0	
	ADT Security Services, Inc.	Shelata	\$2,000,000	\$0	
	Aarp	Clennon	\$2,460,000	\$32,000	Client based in DC, requesting assistance from KM to setup and deliver client meeting.
	Abbott Laboratories	McCavanagh	\$0	\$0	Clachko
	Acer America Corporation	McCavanagh	\$0	\$4,300	9/22 Acer has officially passed on the category. I have reached out to Anton and Guiditta a number of times and have received no response.
	Active Media	Wilson	\$230,000	\$0	
	Acura	Dunning	\$150,000	\$0	
	Adidas	McCavanagh	\$6,500,000	\$0	9/22 Working with Charles Pokress, planner from Carat LA, to set up a meeting with Brit the client in Portland. We discussed potential sponsorship opportunities. Waiting on some dates from Charles for the meeting.
	Alberto Culver	McCavanagh	\$0	\$54,000	
	Allergan	Nolan	\$0	\$0	
	Allianz Versicherungs Ag	McCavanagh	\$0	\$0	
	Ally Bank	Clachko	\$0	\$0	working on setting up meeting
	Amazon.com	McCavanagh	\$0	\$0	
	American Coalition for Clean Coal Electricity	McCavanagh	\$2,148,900	\$0	9/22 Met with Penny over the summer and delivered Post Olympic Recap. Will follow up with her on Sports and Olympics going forward. 5/14/10 Recap meeting set for 5/20 at 3pm with Penny.
	American Electric Power Company INC	Shelata	\$0	\$43,000	
	American Heart Association	Shelata	\$500,000	\$14,500	
	American Petroleum Institute	McCavanagh	\$0	\$0	9/22 Delivered the Recap to Dave with Paul and Tim on 5/20. Tim following up on Uni Sports opportunities. Will stay close to Dave as the Games approach. 5/14/10 API Recap set for 5/21/10 in DC.
	American Standards	Clachko	\$2,350,000	\$0	
	Ameriprise Financial, Inc	Nolan	\$0	\$23,000	Close to getting a deal done in Vancouver. continue to work with client Stu Burkoff and Initiative to get a derqal done for London.
	Ameritrade	Clachko	\$0	\$54,000	met with Francois on 8/2 to have initial discussion. Client, Robert Haverback being invited to Ryder Cup
	Apple Inc.	Clachko	\$0	\$0	will be very close in decision
	Applebee's	McCavanagh	\$0	\$2,330	

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	Arbys Restaurant Group Inc.	Nolan	\$0	\$0	
	Archer Daniels Midland	Clennon	\$0	\$0	Per client, No consumer facing advertising planned for 2011.
	Asics	Snelleman	\$5,000,000	\$0	Meeting with Andrea Bullock on Oct 22 in San Diego to discuss Vancouver highlights and plans for Asics leading into London
	AstraZeneca	Clachko	\$0	\$0	Paul to set up meeting with Earl Black
	Atos Origin	McCavanagh	\$0	\$0	
	Audi Of America, Inc	Nolan	\$0	\$49,000	Waiting feed back from BMW and on our proposal. Once I get the green light, will schedule meeting in Herndon, VA with Benny and Loren Angelo. Met with Benny Lawrence week of 5/17 (21 Club dinner). Will schedule Vancouver Recap in once we have post BMW strategy and begin discussions for London.
	Autotrader.com	Shelata	\$2,000,000	\$0	
	Avis Rent A Car	Nolan	\$0	\$0	
	Avon Products, Inc.	Clachko	\$2,134,000	\$54,000	per Mitch they won't have the budget for it
	BBC America	Clachko	\$0	\$0	
	BC Tourism	Snelleman	\$2,000,000	\$15,000	Client encouraged by tourism #s from the US and positive press from the deal, keeping London on "to-do" list, and will re-visit opportunity in early 2011 for update.
	BRP International	Shelata	\$500,000	\$0	
	Bayer AG	Nolan	\$0	\$0	
	Best Western International Inc.	Snelleman	\$0	\$0	7/14: Hilton exclusive, no-go
	Big Lots!	Clachko	\$0	\$0	
	Bissell	Clachko	\$0	\$0	
	Blackrock Group	McCavanagh	\$0	\$0	
	Boehringer-Ingelheim	Nolan	\$0	\$0	
	Boeing	Nolan	\$3,280,000	\$14,800	
	Bridgestone Americas Inc	Clennon	\$0	\$0	Drafting Super Bowl Halftime Show/Winter Classic/Olympic investment concept with expected presentation date late Q1 2011. 9/30 meeting set with planning team in Dallas. Will discuss potential of plus-ing up Winter Classic and SB half time show for Olympic investment.
	Bristol-Myers Squibb	Clachko	\$0	\$12,000	working on setting up planner meeting
	Bush Brothers and Company	Montemayor	\$500,000	\$0	
	CVS Caremark	McCavanagh	\$0	\$0	No longer at Hill Holiday
	Campbell Soup Company	Clachko	\$0	\$0	
	Canon USA	Nolan	\$0	\$0	
	Capital One	Clachko	\$150,000	\$0	trying to set up meeting with Patty Dewwes
	Careerbuilder.Com	Clennon	\$0	\$0	Lunch with the CMO set for 10/21. Discussing potential SB/Olympic play.
	Cargill	Clennon	\$0	\$0	Meeting set with agency 10/5. Will develop client game plan based on meeting discussion.

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	Carnival Cruises	McCavanagh	\$0	\$0	9/22 Met with Carnival client and agency on June 8th. Jim was extremely pleased with their participation in the games, but the Summer Games are a dead/black period for their industry, focussing on local deals if anything at all. The likelihood of anything happening with them is very low. The time period does not work, but he said you never know and to follow up as we get closer.
	Cars.Com	Clachko	\$0	\$23,000	
	Celebrity Cruises	McCavanagh	\$0	\$0	
	Chamberlain	Clennon	\$500,000	\$0	
	Charles Schwab	McCavanagh	\$5,000,000	\$0	9/22 Coordinating a meeting with Steve Agase, the agency and the client Mike Naughton to discuss the Rings sponsorship opportunity.
	Chattem, Inc	McCavanagh	\$0	\$0	
	Chesapeake Energy Corporation	Clennon	\$0	\$14,000	
	Chevron Corporation	Nolan	\$0	\$0	
	Chili's	McCavanagh	\$0	\$32,000	9/22 Meeting with Guy Rancourt in Wales to discuss next steps and opportunities for Chilis.
	Chiquita Brands Inc.	Shelata	\$500,000	\$0	
	Choice Hotels International	McCavanagh	\$0	\$0	
	Chrysler Group LLC	McCavanagh	\$0	\$0	9/22 Holding off conversations till BMWGM is resolved.
	Church & Dwight	Snelleman	\$0	\$0	
	Cisco Systems	McCavanagh	\$0	\$0	
	Citibank	Nolan	\$0	\$0	We have Mark Ingall joining us at Ryder Cup. Will engage him on thoughts of the USOC Joint marketing partnership. Had discussions with Bruce at Mediaedge and following up with him the week of 9/27 to schedule formal meeting.
	Citizens Financial Group	Nolan	\$0	\$23,000	Paul Spoke with Diane at Citizens where we were told that Citizens is really only focused on a handful of makets and if the did anything, most likelly work wi htthe affiliates.. Told us RBS was quiet through 2011 until all Tarp funds are repaid...
	Citizens Watches	McCavanagh	\$143,000,000	\$0	
	Clorox Company	Clachko	\$0	\$0	will be a small UF player.
	Coldwell Banker	Nolan	\$14,367,000	\$4,300	
	Conagra Foods	Nolan	\$3,000,000	\$0	Spoke with Fernando Arriola - Sr director media marketing at Conagra in Omaha... London Olympics is of interest and they enjoyed their presence in Vancouver. Receptive to us comin gout there for a meeting this fall - asked that we wait until end of September to follow up... Targeting end of October for the meeting...
	Cooper Tires	Montemayor	\$1,000,000	\$0	Not a Chicago account. Marc USA, Pittsburgh (detroit)
	Corona Beer	Clachko	\$0	\$0	
	Credit Suisse Group	McCavanagh	\$0	\$0	
	Curves International, Inc	McCavanagh	\$0	\$34,000	
	DYMO	McCavanagh	\$432,000	\$0	No longer at Deutsch

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	Dannon Company, Inc.	Clachko	\$0	\$8,700	
	Darden, Inc.	Clachko	\$0	\$0	need help getting in to see client. thye have refused to see us and have not been interested in the Olympics
	De Beers Consolidated Mines	McCavanagh	\$0	\$0	
	Del Monte Foods	Clennon	\$0	\$0	
	Dell Inc.	Clachko	\$0	\$32,000	
	Deloitte & Touche	Nolan	\$0	\$0	USOC Sponsors for 2010 and 2012 Games. Passed on Vancouver... Will be making contact with them right away about London. Expect they will pass... Agency iis Keiler in Connecticut. USOC deal was done for Deloitte's Canadian branch for Vancouver...
	Delta Airlines	McCavanagh	\$0	\$4,300	9/22 Category Exclusivity with United.
	Delta Faucet Company	Clennon	\$2,000,000	\$0	Scheduling Indianapolis trip to meet with Delta & Lilly clients.. 5/25 Delivered recap to agency.
	Diamond Foods Inc	Nolan	\$214,000	\$0	
	Dick's Sporting Goods	Shelata	\$1,000,000	\$0	
	Dish Network	Clachko	\$5,000,000	\$0	Dish has left Compass Point Media, moved to Horizon Media.
	Dole Foods	McCavanagh	\$0	\$0	
	Domino's Pizza Inc.	McCavanagh	\$0	\$0	
	Dow Chemical Co.	Nolan	\$0	\$14,500	Dow is now a TOP Sponsor and we have begun engaging them for London. Meetings have taken place in Chicago with Planning and account team out of FCB and conversations are taking place through Initiative in NY. Bob Long was invited to Ryder Cup. Feeling is we will get something done. Need to get client to come up with money that is outside their normal media dollars as they spend very little money in National TV. Dow is apparently getting read yto activate their rings partnership with some print advertising. Next Dow internal meeting is on 9/23 from which we hope to get some more direction.
	Dupont	McCavanagh	\$0	\$4,500	
	Eastman Kodak Company	McCavanagh	\$0	\$1,900	
	Ebay .Com	Nolan	\$0	\$0	
	Edible Arrangements International Inc	Nolan	\$0	\$45,000	
	Eli Lilly	Clachko	\$1,650,000	\$0	clennon setting up client meeting in Indy
	Elizabeth Arden	Nolan	\$0	\$0	
	Estee Lauder	McCavanagh	\$0	\$0	
	Ethan Allen Global Inc	Nolan	\$0	\$34,000	
	Expedia.Com	Clachko	\$0	\$45,000	
	Exxon	Nolan	\$0	\$0	Interested in our discussions with BP. Keep client / agency up to date with BP Exclusivity discussions. Gulf situation over now and Exxon thinking of advertising again in October...
	FedEx Corporation	Clachko	\$0	\$34,000	need to set up meeting with Pacheco

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	Fidelity Investments	McCavanagh	\$10,000,000	\$0	9/22 Next steps Paul was reaching out to the agency to coordinate a meeting with Denuta for the Rings/Financial services category. Need to follow up on when that meeting is scheduled. 6/16 Met with Hill Holiday (Tracy Reiner) on June 8th and delivered their recap. The agency was very happy with the presence in the Games as was Denuta the client who I had dinner with 2 weeks prior to the meeting. Next steps are to set up a meeting with Denuta to take her through our learnings, she was not able to make our meeting.
	Focus Features	Clachko	\$0	\$0	
	Ford Motor Company	Shelata	\$0	\$0	
	Fox Filmed Entertainment	Clachko	\$0	\$0	
	Franklin Templeton Investments	Snelleman	\$0	\$39,000	Not a Chicago account. West Coast Account.
	Frito-Lay	McCavanagh	\$0	\$0	
	Ftd	Clachko	\$0	\$0	
	Full Tilt Poker	Paredes	\$0	\$0	
	Gap	Nolan	\$0	\$0	
	Garmin International	Clennon	\$0	\$3,400	Contingent on ATT GPS exclusivities, prospecting with focus on NGB relationship. Looking to discuss how we can highlight their products used by Olympic athletes. Looking to schedule meeting around Hallmark recap.
	General Mills	Clachko	\$0	\$0	Clennon meeting with client in Minneapolis on 10/15
	Gerber Products Company	Clachko	\$0	\$0	
	Glaxosmithkline Plc	Nolan	\$5,000,000	\$43,000	Lunch meeting with client Scott Grenz on 9/20 following up on our discussions from initial meeting on 5/19... Scott will be instrumental in helping us get to the GSK brand managers...
	Global Wireless Entertainment	Paredes	\$0	\$0	
	Go Daddy.Com	Clennon	\$0	\$0	Efficiency buying-based client, Monitoring ALAB Sports conversations concerning the SB.
	Google Inc	Wilson	\$0	\$0	
	Great Clips	Clennon	\$0	\$3,200	
	H&R Block, Inc.	Clachko	\$0	\$0	
	Haier	McCavanagh	\$0	\$43,000	
	Hallmark Cards	Clennon	\$1,000,000	\$0	10/20 Agency recap set. Coordinating client recap with TBD KC trip.
	Hanesbrands Inc	Clennon	\$0	\$14,390	10/15 meeting set with planning team.
	Harley-Davidson Motor Company	Clennon	\$0	\$14,000	Agency in transition. Will look to schedule client meeting to align with Kohl's Milwaukee trip in late October 09.
	Hartford Financial Services Group	Clennon	\$0	\$0	Agency meeting set 10/5. CBS NCAA tournament must-spend directs media spend.
	Hasbro Inc	Nolan	\$0	\$0	
	Heineken, Usa	Clachko	\$0	\$43,000	
	Hershey Company, The	Clachko	\$0	\$0	would be a small player if Miller Coors were to pass
	Hertz Corp.	Clachko	\$1,480,000	\$0	

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	Hewlett-Packard Company	Clachko	\$0	\$0	Seth and Peter Foss setting up meeting
			\$0	\$0	Seth and Peter Foss setting up meeting
		Nolan	\$0	\$0	
			\$0	\$0	
	Home Box Office	Clachko	\$0	\$23,000	
	Home Depot	Nolan	\$3,000,000	\$43,000	
	Honda	Snelleman	\$3,500,000	\$0	Awaiting outcome of other autos for category
	Hormel Foods	Clachko	\$0	\$0	
	Hotels.Com	Clachko	\$0	\$0	
	Hulu LLC	Dunning	\$0	\$0	
	Hyundai Motor Company	Nolan	\$0	\$0	
	IBM	McCavanagh	\$0	\$0	
	ING Group	Clachko	\$3,500,000	\$54,000	Paul working with Ginsberg to set up meeting with Ann Glover
	Identity Guard	Clachko	\$0	\$0	
	Intel	McCavanagh	\$0	\$9,800	Clachko
	International House Of Pancake (IHOP)	McCavanagh	\$0	\$0	9/22 Conflicts with Coke as they have coffee in their ads.
	Intuit Inc	Dunning	\$0	\$32,000	
	JM Smucker Co	Nolan	\$0	\$0	
	JP Morgan Chase	Clachko	\$0	\$0	trying to set up CMO meeting to discuss Financila category
	Jack Links	Clennon	\$0	\$2,300	Potential cable play. Creative would need to be vetted with Standards in advance. NCAA presence due to shifting existing SEC FB \$ based on product material shortage. 10/5 agency meeting set.
	Jenny Craig, Inc	McCavanagh	\$0	\$0	
	Joe's Crab Shack	Clennon	\$0	\$0	Will coordinate client meeting with tbd Houston trip.
	John Deere & Company	McCavanagh	\$0	\$19,000	
	John Hancock	McCavanagh	\$0	\$0	
	Johnson & Johnson	McCavanagh	\$0	\$0	
	K Mart Corporation	Nolan	\$0	\$4,300	
	KAO Brands Company	Nolan	\$0	\$0	
	Kaplan, INC	Clachko	\$0	\$0	
	Kay Jewelers	Clachko	\$0	\$4,300	not a player for Summer games
	Kayak.com	Nolan	\$0	\$0	Dropped hold in Vancouver due to poor creative. Will lok to revisit for London knowing they are interested in the Games...
	Kellogg Company	Clennon	\$0	\$0	Meeting set for 10/27. Building custom deck with Marketing. Need to discuss what ramifications an exclusive deal with Coke would have on Kellogg creative. In discussions with agency team.

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	Kia Motors America	Nolan	\$0	\$4,900	Kia has advertised in the Olympics two Games in a row. \$5.0MM in both Beijing and Vancouver. digital will be important for London. BMW?
	Kimberly Clark Corp.	McCavanagh	\$0	\$34,000	
	Kohler Co.	McCavanagh	\$0	\$0	
	Koninklijke Philips Electronics	McCavanagh	\$0	\$45,000	
			\$0	\$0	
		Robinson	\$500,000	\$45,000	
			\$500,000	\$0	
	Korean Airlines	Snelleman	\$0	\$0	7/14: UAL exclusive pending, no-go
	L'Oreal USA	McCavanagh	\$0	\$0	
	LG Electronics	McCavanagh	\$0	\$322,200	
	Legalzoom	Snelleman	\$1,000,000	\$0	Moving along w/ Airplane deal, will present recap deck of 2010 deal in January, and discuss 2011 plans
	Lendingtree.Com	Clachko	\$0	\$0	
	Levi Strauss & Company	Clachko	\$0	\$0	
	Lexus	Clachko	\$0	\$0	waiting for auto category to play out before we approach
	Lifetime Television	Clachko	\$0	\$3,200	
	Lincoln Financial Group	Clachko	\$0	\$0	Brum in contact with and setting up meeting with the Woz.
	Lindt & Sprungli (USA)	Clachko	\$320,000	\$0	
	Lionsgate	Dunning	\$0	\$0	
	Living Essentials	Clachko	\$2,000,000	\$0	
	Long John Silvers	Paredes	\$500,000	\$43,000	
	Lowe's	Clachko	\$0	\$0	per McGovern they have no interest or money
	Luxottica	Clennon	\$0	\$0	
			\$0	\$0	
		Dunning	\$300,000	\$0	
			\$300,000	\$0	
	MSI Computer Corp	Snelleman	\$2,000,000	\$0	7/14: cleint has pulled back plans to launch in US market, TBD on 2012 plans
	Maglite	Paredes	\$0	\$0	
	Marathon Oil, CORP	Shelata	\$500,000	\$0	
	Marriott Hotels	McCavanagh	\$0	\$0	
	Marvel Comics	Clachko	\$0	\$0	
	Maybelline-Garnier	Clachko	\$0	\$0	
	Mederma	Shelata	\$500,000	\$14,000	

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	Mercedes Benz	Nolan	\$0	\$0	Mercedes had concerns over Audi / BMW spending in Vancouver. Will be paying close attention to BMW's official parentship and level of spend in London.
	Merck & Company	Clachko	\$0	\$0	
			\$0	\$4,300	
		Nolan	\$0	\$0	
			\$0	\$4,300	
	Merrill-Lynch	Clennon	\$0	\$0	Discussing Merrill as part of BofA discussion.
	Michelin Tire	Nolan	\$0	\$0	
	Michigan Econ. Develop. Corp.	Shelata	\$500,000	\$0	
	Microsoft	McCavanagh	\$0	\$5,400	9/22 working with Agency to nail down Olympic Recap meeting date.
	Miramax Films	McCavanagh	\$0	\$0	
	Mitsubishi Motors	Clachko	\$0	\$0	
	Morgan Stanley Smith Barney	Clennon	\$0	\$32,000	KM presented JV opt to client 9/21. Briefed agency on JV opportunity and that KM has had conversations with Christine Beacon concerning opportunity. KM has meeting scheduled 9/21
	Motorola	McCavanagh	\$0	\$0	9/22 Conflict with AT&T/Samsung
	Napa Auto Parts	Shelata	\$500,000	\$23,000	
	Nationwide Insurance	McCavanagh	\$2,378,000	\$0	
	Nestle	Clachko	\$0	\$0	
	Netflix Inc	McCavanagh	\$0	\$0	9/22 Netflix is extremely efficient and opportunistic. They had a very good experience in Vancouver and I will stay very close to them as the games approach.
	New Balance, Inc.	Nolan	\$0	\$0	
	New York Life Insurance	Snelleman	\$0	\$23,000	
	Nikon	Nolan	\$0	\$32,000	
	Nintendo Of America	Clennon	\$0	\$13,402	Q4 upfront player. Requesting LA office assistance with SF client.
	Nissan	Clachko	\$0	\$0	we are waiting to see what happens with GM and BMW before moving forward with Nissan
	Nokia	Clachko	\$0	\$0	
	Northern Trust	Clennon	\$0	\$0	Per client, no interest in pursuing a Rings discussion at this time. Confirmed that client has received JV letter.
	Norwegian Cruises	Clennon	\$0	\$0	
	Novartis	Clachko	\$0	\$0	
	Nutrisystem	Clachko	\$0	\$98,700	opportunistic advertiser
	Ocean Media-Client	Snelleman	\$0	\$0	7/14: will be last minute participant given price requirements
	Office Depot	Clachko	\$0	\$0	
	Office Max	Clennon	\$0	\$0	Pursuing client meeting to discuss back to school timing discussion.
	Old Navy	Nolan	\$4,000,000	\$0	Anticipate approximatley \$5.0MM between Old Navy / Gap. Have supported that past two Games. Been trying to schedule recap with agency and look to meet with clients in October.

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	Ontario Ministry of Economic Dev Trade	Montemayor	\$200,000	\$0	
	Oppenheimer Funds	McCavanagh	\$0	\$32,000	Nolan
	Orbitz	Clachko	\$0	\$0	
	Outback Steakhouse	McCavanagh	\$0	\$0	
	Overture Films	Nolan	\$3,000,000	\$0	Should be there at soem level... have participated in 3 of the last 4 games... All about the releases and they usually buy very last minute.
	Owens Corning	Shelata	\$500,000	\$0	
	PACSUN	Dunning	\$0	\$320,000	
	Pacific Life	Dunning	\$0	\$0	
	Panasonic Corporation	Clachko	\$0	\$4,300	exclusive package submitted to them on 9/10/10. unlikely they will have \$30 mil for exclusive but may be able to work out a non-exclusive plan
	Papa John's International Inc.	McCavanagh	\$21,458,000	\$0	
	Paramount Pictures	Nolan	\$0	\$0	Spoke with Ari Rosenfeld about finding out Paramount / Dreamworks intentions for London ASAP. Ari beleives this is way too early for them to focus on, however we have expalined that WB and other movie studios are inquiring about integrations and that if paramount wants to secure the same postion they had in Vancouver, they need to let us know very soon...
	Pfizer	McCavanagh	\$0	\$0	9/22 Setting up a meeting with Mike in October to discuss the Games and meet with brand managers.
			\$0	\$0	9/22 Met with Mike Law on 9/17 at a golf outing. We are setting up a more formal meeting in October to begin conversations for London.
			\$0	\$2,300	9/22 Setting up a meeting with Mike in October to discuss the Games and meet with brand managers.
			\$0	\$2,300	9/22 Met with Mike Law on 9/17 at a golf outing. We are setting up a more formal meeting in October to begin conversations for London.
	Pinnacle Foods Group	Nolan	\$0	\$0	
	Pioneer Investments	Clachko	\$0	\$0	
	Pizza Hut	Nolan	\$0	\$4,300	
	Pokerstars.Net	Clachko	\$0	\$0	
	Porsche AG	Clachko	\$0	\$4,500	Has left Chicago agency, moved to OMD, NY.
	Priceline.Com	Snelleman	\$0	\$0	
	Pricewaterhousecoopers	Nolan	\$0	\$0	
	Procter & Gamble	Clachko	\$0	\$0	met with Greg, Janet and team in Cinci on 8/23. next step is to provide them with an exclusivity package by mid September
			\$0	\$21,000	met with Greg, Janet and team in Cinci on 8/23. next step is to provide them with an exclusivity package by mid September
	Progressive Insurance Corporation	Shelata	\$4,500,000	\$0	
	Prudential	McCavanagh	\$0	\$0	9/22 Setting up a Financial Services meeting for October with Peggy. No past success with Prudential in the Games, they are very efficient in their buying.
	Quicken Loans	Shelata	\$1,000,000	\$45,000	
	Quiznos	Dunning	\$0	\$0	

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	RE/Max	McCavanagh	\$0	\$3,200	
	Radio Shack	McCavanagh	\$0	\$0	
	Reckitt Benckiser	Nolan	\$0	\$3,000	
	Research In Motion (RIM)	Clennon	\$5,000,000	\$0	Pending Att handset category decision.
	Revlon	McCavanagh	\$0	\$0	
	Royal Bank Of Scotland	Nolan	\$2,546,770	\$0	New Client in Scotland - David Webb who we have gotten some response form and looking to meet him either in London or at the Ryder Cup in beginning of October. RBS has not really been active Nationally in a couple of years, however, their business is starting to turn around and the RBS of Americas is growing. RBS is majority owned by British Government. London could be perfect.
	Royal Bank of Canada	Shelata	\$500,000	\$0	
	Royal Caribbean International	McCavanagh	\$0	\$15,000	
	Rubbermaid, Inc.	McCavanagh	\$0	\$0	
	Ruby Tuesday Inc	McCavanagh	\$3,210,000	\$0	
	SC Johnson	Nolan	\$3,000,000	\$34,000	
	Sanofi-Aventis	McCavanagh	\$0	\$23,000	Part of Chattem
	Sap America	McCavanagh	\$0	\$0	
	Sara Lee Corporation	Clennon	\$0	\$0	11/3 Planning team meeting set. Pursuing dinner with CMO.
	Scottrade	Clennon	\$215,000	\$0	St. Louis based client, pursuing meeting to align with Edward Jones STL trip in Nov.
	Sears	Nolan	\$0	\$0	Nolan
	Sega	Dunning	\$167,000	\$0	
	Sepracor Inc	Nolan	\$0	\$0	
	Serta International	Shelata	\$1,000,000	\$0	
	Seventh Generation	Clennon	\$0	\$1,209	
	Shell Oil Company	Nolan	\$0	\$0	
	Sherwin Williams Company, The	Yorke	\$1,000,000	\$0	
	Showtime Networks	Clachko	\$0	\$0	
	Siemens Corporation	Nolan	\$0	\$23,900	
	Sony Electronics, Inc	McCavanagh	\$1,789,000	\$0	

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	Sony Pictures Entertainment, Inc	McCavanagh	\$0	\$9,800	
	Southwest Airlines	Clennon	\$0	\$23,000	Direction pending United deal.
	Staples Inc	Nolan	\$0	\$0	
	State Farm	Clachko	\$0	\$0	Clennon taking lead
	Stubhub	Dunning	\$0	\$0	
	Subaru	McCavanagh	\$0	\$0	9/22 Holding on on conversations until GM/BMW is resolved.
	Sun Life Financial	Nolan	\$0	\$0	Scheduling Vancouver Recap with client Salley Bray in Mass for October. Agency asked that we circle back with them in October as well..
	Sundance Channel	Clachko	\$0	\$3,200	
	Suzuki	Clennon	\$0	\$0	Awaiting Auto category availability direction.
	T. Rowe Price	McCavanagh	\$0	\$0	
	TD Ameritrade	Clachko	\$0	\$0	met with Francois at Mediavest - next step is to meet with Robert at TD
	TGI Fridays, Inc.	McCavanagh	\$0	\$4,500	Clennon
	Teleflora Inc.	Dunning	\$0	\$45,000	
	Tiaa Cref	Clachko	\$3,200,000	\$0	
	Toyota	Clachko	\$0	\$8,700	
	Transamerica Corp.	Clachko	\$0	\$0	waiting for auto category to play out
	Travelers Companies	Nolan	\$7,000,000	\$49,000	Has left Chicago agency, moved to MediaCom.
	Travelocity	Clachko	\$0	\$0	
	Tyson Foods, Inc.	Clachko	\$0	\$900	
	UBS Inc	Clachko	\$0	\$0	Paula passed on 9/20 per Mitch
	UPS Store	Shelata	\$500,000	\$32,000	
	UPS United Parcel Service	Clachko	\$0	\$0	will set up meeting when we are inAtlanta for Coke in October
	US Air Force	Clennon	\$700,000	\$23,000	
	US Army	McCavanagh	\$0	\$0	
	US Bank	Shelata	\$2,000,000	\$0	
	US Chamber Of Commerce	McCavanagh	\$3,000,000	\$2,300	9/22 Will stay close to agency on the account which like all political spends very close in.
	US Department of Veterans Affairs	Shelata	\$1,000,000	\$0	
	US Navy	Shelata	\$1,500,000	\$34,000	
	US Postal Service	Shelata	\$1,000,000	\$0	
	Under Armour	McCavanagh	\$0	\$0	

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	Unilever	McCavanagh	\$2,300,000	\$2,300	9/22 Spoke with Elen and she is coordinating a meeting with Jenny at Rob direction. We are just waiting on some dates for the meeting. 5/14/10 Working with Bill to re-set the meeting with Rob Masters.
	Union Pacific	Clennon	\$0	\$0	
	Universal Orlando	Wilson	\$0	\$0	
	Universal Pictures	Snelleman	\$0	\$0	
	University Of Phoenix	McCavanagh	\$0	\$0	
	Valero Energy Corp	Clennon	\$0	\$0	Per the agency, Valero has been extremely challenged due to the high cost of their refining process and relatively low gasoline/oil prices. All national advertising is in question.
	Verizon	Clachko	\$0	\$78,000	
	Versus Cable network	Clachko	\$0	\$0	
	Vestas Wind Systems	Nolan	\$0	\$0	
	Victoria's Secret	Clachko	\$0	\$0	
	Vizio Inc	Nolan	\$5,000,000	\$32,000	Client / Agency asking questions for London and what Panasonic's relationship prevents Vizio from doing if anything... Explained the dynamics to the agency and would like for us to continue to update them on any activity in their category... Seem most interested in 3D capabilities for London...
	Volkswagen AG	Nolan	\$0	\$0	Volkswagen had been a \$10.0MM advertiser in the Games in years past. They did not participate in Vancouver due to timing (retail sales event) and lack of new car launches / creative. Will explore the Summer 2012 window for VW and get them back in the Games if there are no exclusivities preventing VW from participating...
	Volvo	Shelata	\$0	\$8,900	
	Walgreens	Clennon	\$0	\$0	
	Walt Disney Parks & Resorts	Clennon	\$1,000,000	\$34,000	9/29 meeting set with agency planners.
	Walt Disney Studios Home Entertainment	Snelleman	\$0	\$0	Too early to gauge 2012 movie release and funding, but using this time to introduce the property to the new disney client.
	Waste Management	Clennon	\$3,000,000	\$23,000	Developing "green" package to present to client & Agency. To be scheduled on TBD Houston trip.
	Weinstein Company, The	Dunning	\$0	\$0	
			\$0	\$0	
		Snelleman	\$1,000,000	\$0	7/14: no direction yet on budget or realease schedule of films
			\$1,000,000	\$0	7/14: no direction yet on budget or realease schedule of films
	Wells Fargo	Clachko	\$0	\$0	working on setting up meeting in San Francisco.
	Wm. Wrigley Jr. Company	Clachko	\$0	\$4,500	setting up meeting with planners at Mediavest for mid October
	Wyndham Worldwide	Nolan	\$0	\$0	

Detailed Report by probability of London Olympic 2012

Probability	Client	Champ	Total Budget	Digital Budget	Deal Comments
	Zales	Clennon	\$0	\$0	Holiday & limited Valentines player. Due to Summer timing participation doubtful.
	Zappos.com, Inc	Dunning	\$200,000	\$0	
			\$335,529,670	\$2,857,331	
			\$1,155,694,670	\$3,273,131	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
Clachko	100	General Electric	\$50,000,000	\$15,000	dollars are committed but plan still needs to be worked out much closer in
		Nike Inc.	\$21,800,000	\$0	Ordered 2.27.09 as part of 2 game deal
		Visa USA, Inc.	\$32,275,000	\$0	Original deal was for \$34MM with \$1.725M going to Local. We are now discussing Financial Cat with them for additional dollars
		Walmart	\$15,000,000	\$32,100	dollars are committed - plan is still being finalized
	90	Coca-Cola Company	\$55,000,000	\$0	talks to begin by mid September - 11/1/10 trigger date for London plan. Julie Goldstein is setting up dinner meeting in Atlanta. We are preparing our offer.
		McDonald's Corp	\$25,000,000	\$35,000	We have let OMD know that discussions must start very soon or we will not be able to protect local markets for them. McGovern said they should be ready to start talking by end of September.
		Procter & Gamble	\$50,000,000	\$0	meeting with Sara Kramer and Scott Lee on 9/23. We are trying to move along their timetable
			\$50,000,000	\$21,000	meeting with Sara Kramer and Scott Lee on 9/23. We are trying to move along their timetable
	70	Geico	\$8,000,000	\$3,200	Brum currently in negotiations for \$8.0 - we should know by end of October
		Hilton Worldwide	\$13,000,000	\$0	We have given them until end of August a exclusive negotiating window. Conversations are progressing - should have deal done by end of October.
	50	Aflac Insurance	\$5,000,000	\$21,000	5/4/10 Paul & Jeff presented client with Vancouver recap in April. Account awarded to Mediavest - Chris 's group. Chris says they won't be ready to discuss 2012 until early next year.
		J.C. Penney Co.	\$5,000,000	\$0	Met with Robin Thomas in Dallas in August. next step is for Clennon to meet with planners in Chicago
		Kraft Foods	\$5,000,000	\$0	meeting set for 9/23 in Tarrytown with Gary Gruneberg
		Omega Watches	\$4,000,000	\$0	won't be ready to talk until 2011
	10	ABC Family	\$0	\$0	
		Ally Bank	\$0	\$0	working on setting up meeting
		American Standards	\$2,350,000	\$0	
		Ameritrade	\$0	\$54,000	met with Francois on 8/2 to have initial discussion. Client, Robert Haverback being invited to Ryder Cup
		Apple Inc.	\$0	\$0	will be very close in decision
		AstraZeneca	\$0	\$0	Paul to set up meeting with Earl Black
		Avon Products, Inc.	\$2,134,000	\$54,000	per Mitch they won't have the budget for it
		BBC America	\$0	\$0	
		Big Lots!	\$0	\$0	
		Bissell	\$0	\$0	
		Bristol-Myers Squibb	\$0	\$12,000	working on setting up planner meeting
		Campbell Soup Company	\$0	\$0	
		Capital One	\$150,000	\$0	trying to set up meeting with Patty Dewwes
		Cars.Com	\$0	\$23,000	
		Clorox Company	\$0	\$0	will be a small UF player.
		Corona Beer	\$0	\$0	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
		Dannon Company, Inc.	\$0	\$8,700	
		Darden, Inc.	\$0	\$0	need help getting in to see client. they have refused to see us and have not been interested in the Olympics
		Dell Inc.	\$0	\$32,000	
		Dish Network	\$5,000,000	\$0	Dish has left Compass Point Media, moved to Horizon Media.
		Eli Lilly	\$1,650,000	\$0	clennon setting up client meeting in Indy
		Expedia.Com	\$0	\$45,000	
		FedEx Corporation	\$0	\$34,000	need to set up meeting with Pacheco
		Focus Features	\$0	\$0	
		Fox Filmed Entertainment	\$0	\$0	
		Ftd	\$0	\$0	
		General Mills	\$0	\$0	Clennon meeting with client in Minneapolis on 10/15
		Gerber Products Company	\$0	\$0	
		H&R Block, Inc.	\$0	\$0	
		Heineken, Usa	\$0	\$43,000	
		Hershey Company, The	\$0	\$0	would be a small player if Miller Coors were to pass
		Hertz Corp.	\$1,480,000	\$0	
		Hewlett-Packard Company	\$0	\$0	Seth and Peter Foss setting up meeting
			\$0	\$0	Seth and Peter Foss setting up meeting
		Home Box Office	\$0	\$23,000	
		Hormel Foods	\$0	\$0	
		Hotels.Com	\$0	\$0	
		ING Group	\$3,500,000	\$54,000	Paul working with Ginsberg to set up meeting with Ann Glover
		Identity Guard	\$0	\$0	
		JP Morgan Chase	\$0	\$0	trying to set up CMO meeting to discuss Financial category
		Kaplan, INC	\$0	\$0	
		Kay Jewelers	\$0	\$4,300	not a player for Summer games
		Lendingtree.Com	\$0	\$0	
		Levi Strauss & Company	\$0	\$0	
		Lexus	\$0	\$0	waiting for auto category to play out before we approach
		Lifetime Television	\$0	\$3,200	
		Lincoln Financial Group	\$0	\$0	Brum in contact with and setting up meeting with the Woz.
		Lindt & Sprungli (USA)	\$320,000	\$0	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
		Living Essentials	\$2,000,000	\$0	
		Lowe's	\$0	\$0	per MCGovern they have no interest or money
		Marvel Comics	\$0	\$0	
		Maybelline-Garnier	\$0	\$0	
		Merck & Company	\$0	\$0	
			\$0	\$4,300	
		Mitsubishi Motors	\$0	\$0	
		Nestle	\$0	\$0	
		Nissan	\$0	\$0	we are waiting to see what happens with GM and BMW before moving forward with Nissan
		Nokia	\$0	\$0	
		Novartis	\$0	\$0	
		Nutrisystem	\$0	\$98,700	opportunistic advertiser
		Office Depot	\$0	\$0	
		Orbitz	\$0	\$0	
		Panasonic Corporation	\$0	\$4,300	exclusive package submitted to them on 9/10/10. unlikely they will have \$30 mil for exclusive but may be able to work out a non-exclusive plan
		Pioneer Investments	\$0	\$0	
		Pokerstars.Net	\$0	\$0	
		Porsche AG	\$0	\$4,500	Has left Chicago agency, moved to OMD, NY.
		Procter & Gamble	\$0	\$0	met with Greg, Janet and team in Cincinnati on 8/23. next step is to provide them with an exclusivity package by mid September
			\$0	\$21,000	met with Greg, Janet and team in Cincinnati on 8/23. next step is to provide them with an exclusivity package by mid September
		Showtime Networks	\$0	\$0	
		State Farm	\$0	\$0	Clennon taking lead
		Sundance Channel	\$0	\$3,200	
		TD Ameritrade	\$0	\$0	met with Francois at Mediavest - next step is to meet with Robert at TD
		Tiaa Cref	\$3,200,000	\$0	
		Toyota	\$0	\$8,700	
		Transamerica Corp.	\$0	\$0	waiting for auto category to play out
		Travelocity	\$0	\$0	
		Tyson Foods, Inc.	\$0	\$900	
		UBS Inc	\$0	\$0	Paula passed on 9/20 per Mitch
		UPS United Parcel Service	\$0	\$0	will set up meeting when we are in Atlanta for Coke in October
		Verizon	\$0	\$78,000	
		Versus Cable network	\$0	\$0	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
		Victoria's Secret	\$0	\$0	
		Wells Fargo	\$0	\$0	working on setting up meeting in San Francisco.
		Wm. Wrigley Jr. Company	\$0	\$4,500	setting up meeting with planners at Mediavest for mid October
			\$360,859,000	\$745,600	
Clennon	100	United Airlines	\$14,500,000	\$0	HOLD, set to go to Order January 2011.
	70	Target Corporation	\$15,000,000	\$0	Plan submitted 10/4. Agency recap delivered 6/3. Delivered agency specific creative IAG data follow-up. Clearly communicated that nights and weekend afternoon of exclusivity is in jeopardy if clear indication of participation at a agreeable level isn't secured.
	50	Allstate Insurance	\$10,000,000	\$0	Expect client exclusive plan feedback/decision w/o 10/11. Present HOF program to client 9/14.9/10 Exclusive plan submitted to agency. Awaiting feedback. 5/25 Delivered recap. 6/12 Provided research follow-up.
		Bank Of America	\$10,000,000	\$0	Client is vetting internally and awaiting feedback. Client is 9/15 presented USOC opportunity. Agency recap delivered 5/26.
		Best Buy Company, Inc.	\$3,000,000	\$0	Building custom content program concept with expected presentation date late Q1 2011. Met with Keith Bryan and Rebecca Lambert 10/4. Client recap delivered 6/3.
		E-Trade Securities	\$3,000,000	\$0	Agency communicated that they would like to consider a deal tied to account acquisition metrics. Agency recap delivered 5/26.
		Edward Jones Investments	\$5,000,000	\$0	JV meeting set for 11/11 in STL. Confirm receipt of JV opportunity letter. Agency recap delivered 5/25.
		Go Rving Coalition	\$1,500,000	\$32,000	Discussed the option of doing a London deal before his retirement to no avail. Per Gary, they are interested in London, but budgets are contingent on proir year sales.
		Ladders, The	\$2,000,000	\$0	Agency recap meeting delivered 6/3. Next steps include gathering Vancouver success story findings from client and possible client interview depending on findings.
		Samsung Electronics	\$10,000,000	\$0	Mr. Kwon contacting GZ to discuss brainstorming session dates. 9/8 NY meeting with Mr Kwon, positive meeting with discussion of improved partnership in future. Discussing IOC definition expansion. Handsets division conversations on hold pending ATT deal. Will need understand what can be offered given the ATT deal.
	10	Aarp	\$2,460,000	\$32,000	Client based in DC, requesting assistance from KM to setup and deliver client meeting.
		Archer Daniels Midland	\$0	\$0	Per client, No consumer facing advertising planned for 2011.
		Bridgestone Americas Inc	\$0	\$0	Drafting Super Bowl Halftime Show/Winter Classic/Olympic investment concept with expected presentation date late Q1 2011. 9/30 meeting set with planning team in Dallas. Will discuss potential of plus-ing up Winter Classic and SB half time show for Olympic investment.
		Careerbuilder.Com	\$0	\$0	Lunch with the CMO set for 10/21. Discussing potential SB/Olympic play.
		Cargill	\$0	\$0	Meeting set with agency 10/5. Will develop client game plan based on meeting discussion.
		Chamberlain	\$500,000	\$0	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
		Chesapeake Energy Corporation	\$0	\$14,000	
		Del Monte Foods	\$0	\$0	
		Delta Faucet Company	\$2,000,000	\$0	Scheduling Indianapolis trip to meet with Delta & Lilly clients.. 5/25 Delivered recap to agency.
		Garmin International	\$0	\$3,400	Contingent on ATT GPS exclusivities, prospecting with focus on NGB relationship. Looking to discuss how we can highlight their products used by Olympic athletes. Looking to schedule meeting around Hallmark recap.
		Go Daddy.Com	\$0	\$0	Efficiency buying-based client, Monitoring ALAB Sports conversations concerning the SB.
		Great Clips	\$0	\$3,200	
		Hallmark Cards	\$1,000,000	\$0	10/20 Agency recap set. Coordinating client recap with TBD KC trip.
		Hanesbrands Inc	\$0	\$14,390	10/15 meeting set with planning team.
		Harley-Davidson Motor Company	\$0	\$14,000	Agency in transition. Will look to schedule client meeting to align with Kohl's Milwaukee trip in late October 09.
		Hartford Financial Services Group	\$0	\$0	Agency meeting set 10/5. CBS NCAA tournament must-spend directs media spend.
		Jack Links	\$0	\$2,300	Potential cable play. Creative would need to be vetted with Standards in advance. NCAA presence due to shifting existing SEC FB \$ based on product material shortage. 10/5 agency meeting set.
		Joe's Crab Shack	\$0	\$0	Will coordinate client meeting with tbd Houston trip.
		Kellogg Company	\$0	\$0	Meeting set for 10/27. Building custom deck with Marketing. Need to discuss what ramifications an exclusive deal with Coke would have on Kellogg creative. In discussions with agency team.
		Luxottica	\$0	\$0	
			\$0	\$0	
		Merrill-Lynch	\$0	\$0	Discussing Merrill as part of BofA discussion.
		Morgan Stanley Smith Barney	\$0	\$32,000	KM presented JV opt to client 9/21. Briefed agency on JV opportunity and that KM has had conversations with Christine Beacon concerning opportunity. KM has meeting scheduled 9/21
		Nintendo Of America	\$0	\$13,402	Q4 upfront player. Requesting LA office assistance with SF client.
		Northern Trust	\$0	\$0	Per client, no interest in pursuing a Rings discussion at this time. Confirmed that client has received JV letter.
		Norwegian Cruises	\$0	\$0	
		Office Max	\$0	\$0	Pursuing client meeting to discuss back to school timing discussion.
		Research In Motion (RIM)	\$5,000,000	\$0	Pending Att handset category decision.
		Sara Lee Corporation	\$0	\$0	11/3 Planning team meeting set. Pursuing dinner with CMO.
		Scottrade	\$215,000	\$0	St. Louis based client, pursuing meeting to align with Edward Jones STL trip in Nov.
		Seventh Generation	\$0	\$1,209	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
		Southwest Airlines	\$0	\$23,000	Direction pending United deal.
		Suzuki	\$0	\$0	Awaiting Auto category availability direction.
		US Air Force	\$700,000	\$23,000	
		Union Pacific	\$0	\$0	
		Valero Energy Corp	\$0	\$0	Per the agency, Valero has been extremely challenged due to the high cost of their refining process and relatively low gasoline/oil prices. All national advertising is in question.
		Walgreens	\$0	\$0	
		Walt Disney Parks & Resorts	\$1,000,000	\$34,000	9/29 meeting set with agency planners.
		Waste Management	\$3,000,000	\$23,000	Developing "green" package to present to client & Agency. To be scheduled on TBD Houston trip.
		Zales	\$0	\$0	Holiday & limited Valentines player. Due to Summer timing participation doubtful.
			\$89,875,000	\$264,901	
Dunning	50	Lucas Arts Entertainment	\$1,540,000	\$0	
		Mazda	\$2,000,000	\$67,000	
	30	Columbia Sportswear	\$150,000	\$45,000	
		MGM Studios, Inc	\$2,300,000	\$0	
		eHarmony Inc	\$0	\$0	
	10	21st Century Insurance	\$200,000	\$0	
		Acura	\$150,000	\$0	
		Hulu LLC	\$0	\$0	
		Intuit Inc	\$0	\$32,000	
		Lionsgate	\$0	\$0	
		Luxoticca	\$300,000	\$0	
			\$300,000	\$0	
		PACSUN	\$0	\$320,000	
		Pacific Life	\$0	\$0	
		Quiznos	\$0	\$0	
		Sega	\$167,000	\$0	
		Stubhub	\$0	\$0	
		Teleflora Inc.	\$0	\$45,000	
		Weinstein Company, The	\$0	\$0	
			\$0	\$0	
		Zappos.com, Inc	\$200,000	\$0	
			\$7,307,000	\$509,000	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
McCavanagh	100	Anheuser-Busch InBev	\$23,100,000	\$0	9/22 Need to reschedule Olympic recap. 6/16 Need to reschedule the Recap 5/14/10 AB Recap Meeting set for 6/11/10. Need to confirm with Rich that Mark Wright will be in town for the meeting, if not need to reschedule.
	70	BMW	\$50,000,000	\$0	9/22 Met with Patrick and the creative agencies on the phone to deliver the Best Practices presentation. Next steps: Dani and Cortney are developing and agency POV for Patrick to bring to Germany with the ask, including dollars and GM activation request. Nothing will be decided until there is a new VP which may be by the end of September. 6/16 Presented the BMW recap to Patrick McKenna at BMW Headquarters. Next steps are working with Dani in regards to an extension on the 90 days which is Aug 27th. They want a one month extension due to a meeting in Munich in September in which all BMW media plans are being presented including Olympics. Seth said that he would discuss this extension in a meeting with the client that we are trying to set up on either the 8th or 15th of July. I have asked Dani for an e-mail stating that BMW is passing on the entire category.. (allowing us to forward with our GM conversations). 5/14/10 Presented the Vancouver recap to Mccan in preparation for the BMW client meeting on Ma
		Bp Oil Corporation	\$28,000,000	\$0	9/22 Finalizing an updated proposal for BP with some activation ideas for the calendar year 2012 across multiple dayparts. Will deliver to Matt week of 9/20 or 9/27. 6/16 Due to BP's current state of affairs, Luc and Mike will not be at the London meeting. Their status with the usoc currently remains up in the air. 5/14/10 Exclusive plan presented to Matt at Mindshare. We have given them to July 7th to evaluate exclusively before we go to market. Preparing presentation for a meeting with Luc in London during Wimbledon.
		General Motors	\$120,000,000	\$5,000	9/22 Next step is to deliver the updated proposal (IV) to Stacie the week of 9/20. 6/16 I delivered a plan to Stacey and Whitey for 103.2M gross on May 27th. The plan did not include exclusivity which they have subsequently asked for. A plan was then submitted to Stacie by Paul the w/o June 7th for 128.37 gross. Stacie asked me for some research on olympic composition and upscale stories on 6/14 which I supplied the same day and worked with Whitey on some research questions they had. Next steps are waiting on their response to our plan and the e-mail from BMW passing on the entire category so we can move this deal forward.
		Liberty Mutual	\$15,000,000	\$15,000	9/22 Meeting with Guy in Wales to discuss next steps. 6/16 Delivered the Recap to Guy, Stacey, Seb and their digital team. Liberty was happy with the linear investment but their digital investment slightly underdelivered (Matt is taking care of this with them). 2012 is a big year for Liberty as it is their 100th Birthday in July. Timing could be perfect and they want to explore ideas to capitalize on the timing of the game and this milestone year. Next steps are to set up a meeting to discuss a Liberty build up in Sports with potential SB.
	50	DIRECTV	\$10,000,000	\$76,000	9/22 Meeting with DIRECTV on 9/28 to deliver recap.
		Goodyear	\$5,000,000	\$0	9/22 Setting up a meeting with Gagne in October to discuss ariels.
	10	Abbott Laboratories	\$0	\$0	Clachko
		Acer America Corporation	\$0	\$4,300	9/22 Acer has officially passed on the category. I have reached out to Anton and Guiditta a number of times and have received no response.
		Adidas	\$6,500,000	\$0	9/22 Working with Charles Pokress, planner from Carat LA, to set up a meeting with Brit the client in Portland. We discussed potential sponsorship opportunities. Waiting on some dates from Charles for the meeting.
		Alberto Culver	\$0	\$54,000	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
		Allianz Versicherungs Ag	\$0	\$0	
		Amazon.com	\$0	\$0	
		American Coalition for Clean Coal Electricity	\$2,148,900	\$0	9/22 Met with Penny over the summer and delivered Post Olympic Recap. Will follow up with her on Sports and Olympics going forward. 5/14/10 Recap meeting set for 5/20 at 3pm with Penny.
		American Petroleum Institute	\$0	\$0	9/22 Delivered the Recap to Dave with Paul and Tim on 5/20. Tim following up on Uni Sports opportunities. Will stay close to Dave as the Games approach. 5/14/10 API Recap set for 5/21/10 in DC.
		Applebee's	\$0	\$2,330	
		Atos Origin	\$0	\$0	
		Blackrock Group	\$0	\$0	
		CVS Caremark	\$0	\$0	No longer at Hill Holiday
		Carnival Cruises	\$0	\$0	9/22 Met with Carnival client and agency on June 8th. Jim was extremely pleased with their participation in the games, but the Summer Games are a dead/black period for their industry, focussing on local deals if anything at all. The likelihood of anything happening with them is very low. The time period does not work, but he said you never know and to follow up as we get closer.
		Celebrity Cruises	\$0	\$0	
		Charles Schwab	\$5,000,000	\$0	9/22 Coordinating a meeting with Steve Agase, the agency and the client Mike Naughton to discuss the Rings sponsorship opportunity.
		Chattem, Inc	\$0	\$0	
		Chili's	\$0	\$32,000	9/22 Meeting with Guy Rancourt in Wales to discuss next steps and opportunities for Chilis.
		Choice Hotels International	\$0	\$0	
		Chrysler Group LLC	\$0	\$0	9/22 Holding off conversations till BMWGM is resolved.
		Cisco Systems	\$0	\$0	
		Citizens Watches	\$143,000,000	\$0	
		Credit Suisse Group	\$0	\$0	
		Curves International, Inc	\$0	\$34,000	
		DYMO	\$432,000	\$0	No longer at Deutsch
		De Beers Consolidated Mines	\$0	\$0	
		Delta Airlines	\$0	\$4,300	9/22 Category Exclusivity with United.
		Dole Foods	\$0	\$0	
		Domino's Pizza Inc.	\$0	\$0	
		Dupont	\$0	\$4,500	
		Eastman Kodak Company	\$0	\$1,900	
		Estee Lauder	\$0	\$0	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
		Fidelity Investments	\$10,000,000	\$0	9/22 Next steps Paul was reaching out to the agency to coordinate a meeting with Denuta for the Rings/Financial services category. Need to follow up on when that meeting is scheduled. 6/16 Met with Hill Holiday (Tracy Reiner) on June 8th and delivered their recap. The agency was very happy with the presence in the Games as was Denuta the client who I had dinner with 2 weeks prior to the meeting. Next steps are to set up a meeting with Denuta to take her through our learnings, she was not able to make our meeting.
		Frito-Lay	\$0	\$0	
		Haier	\$0	\$43,000	
		IBM	\$0	\$0	
		Intel	\$0	\$9,800	Clachko
		International House Of Pancake (IHOP)	\$0	\$0	9/22 Conflicts with Coke as they have coffee in their ads.
		Jenny Craig, Inc	\$0	\$0	
		John Deere & Company	\$0	\$19,000	
		John Hancock	\$0	\$0	
		Johnson & Johnson	\$0	\$0	
		Kimberly Clark Corp.	\$0	\$34,000	
		Kohler Co.	\$0	\$0	
		Koninklijke Philips Electronics	\$0	\$45,000	
			\$0	\$0	
		L'Oreal USA	\$0	\$0	
		LG Electronics	\$0	\$322,200	
		Marriott Hotels	\$0	\$0	
		Microsoft	\$0	\$5,400	9/22 working with Agency to nail down Olympic Recap meeting date.
		Miramax Films	\$0	\$0	
		Motorola	\$0	\$0	9/22 Conflict with AT&T/Samsung
		Nationwide Insurance	\$2,378,000	\$0	
		Netflix Inc	\$0	\$0	9/22 Netflix is extremely efficient and opportunistic. They had a very good experience in Vancouver and I will stay very close to them as the games approach.
		Oppenheimer Funds	\$0	\$32,000	Nolan
		Outback Steakhouse	\$0	\$0	
		Papa John's International Inc.	\$21,458,000	\$0	
		Pfizer	\$0	\$0	9/22 Setting up a meeting with Mike in October to discuss the Games and meet with brand managers.
			\$0	\$0	9/22 Met with Mike Law on 9/17 at a golf outing. We are setting up a more formal meeting in October to begin conversations for London.
			\$0	\$2,300	9/22 Setting up a meeting with Mike in October to discuss the Games and meet with brand managers.

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
			\$0	\$2,300	9/22 Met with Mike Law on 9/17 at a golf outing. We are setting up a more formal meeting in October to begin conversations for London.
		Prudential	\$0	\$0	9/22 Setting up a Financial Services meeting for October with Peggy. No past success with Prudential in the Games, they are very efficient in their buying.
		RE/Max	\$0	\$3,200	
		Radio Shack	\$0	\$0	
		Revlon	\$0	\$0	
		Royal Caribbean International	\$0	\$15,000	
		Rubbermaid, Inc.	\$0	\$0	
		Ruby Tuesday Inc	\$3,210,000	\$0	
		Sanofi-Aventis	\$0	\$23,000	Part of Chattem
		Sap America	\$0	\$0	
		Sony Electronics, Inc	\$1,789,000	\$0	
		Sony Pictures Entertainment, Inc	\$0	\$9,800	
		Subaru	\$0	\$0	9/22 Holding on on conversations until GM/BMW is resolved.
		T. Rowe Price	\$0	\$0	
		TGI Fridays, Inc.	\$0	\$4,500	Clennon
		US Army	\$0	\$0	
		US Chamber Of Commerce	\$3,000,000	\$2,300	9/22 Will stay close to agency on the account which like all political spends very close in.
		Under Armour	\$0	\$0	
		Unilever	\$2,300,000	\$2,300	9/22 Spoke with Elen and she is coordinating a meeting with Jenny at Rob direction. We are just waiting on some dates for the meeting. 5/14/10 Working with Bill to re-set the meeting with Rob Masters.
		University Of Phoenix	\$0	\$0	
			\$452,315,900	\$808,430	
Montemayor	10	Bush Brothers and Company	\$500,000	\$0	
		Cooper Tires	\$1,000,000	\$0	Not a Chicago account. Marc USA, Pittsburgh (detroit)
		Ontario Ministry of Economic Dev Trade	\$200,000	\$0	
			\$1,700,000	\$0	
Nolan	100	Subway Franchisee Advertising Fund Trust	\$15,000,000	\$21,000	\$15 MM Gross on-air and \$900k Net on-line have been committed to London as part of multi-year, multi-sport deal. Still need to negotiate plan and added value value. Conversations/Lunch between Gary Z. and Tony Pace about what we are comfortable with. Apolo Ohno is a spokesperson. Subway will want to use Ohno in London in the same manner they used Phelps in Vancouver. Continue to leverage Phelps relationship.

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
	90	AT&T	\$75,000,000	\$0	We are securing a meeting between Dick and Daryl to discuss London. Working on dates with CMO & Spokes persons. Also working on the AT&T Category so that we can justify the larger spends we will be asking for from AT&T. Working through Tablets, Handsets, new wireless technologies, etc... Fuller asked that we give her until after 10/1 to receive a proposal from us. Met with the entire AT&T Team in Atlanta on 4/26. Presented Vancouver Recap and began discussions for London. Client very pleased with Vancouver performance and has said the Olympic will be important to AT&T moving forward. Indicated that a deal before the end on 2010 may be doable. More lead time for them, the better. Concerns over the category as technology is constantly changing and not sure what they will be selling in summer of 2012.
	70	Warner Brothers	\$15,000,000	\$0	Warner Brother interested in talking about London right away. Would like to secure one of the two premiere movie studio positions during the Games. Paul met with Lynn on 5/4 with dinner to follow. We then met again with Lynn and the entire WB Team during upfront week - 5/18. Circle back and put a proposal in front of them...
	50	Dreamworks SKG	\$15,000,000	\$0	
		MillerCoors	\$15,000,000	\$4,500	Constant communication with MillerCoors for London. Met with Brand Managers and Media team in Chicago on 9/14. Seth had lunch with Any E. on 9/21. We will be putting a multi sport multi year deal in front of MillerCoors in the next couple of weeks, Olympics, NFL, Hockey, Tennis. Challenges for Olympics - Cost prohibitive, hard for MC to justify high CPMs vs other sports they buy, carving out space for the different brands to feel big... Good News - timing is perfect, client passionate about the Olympics, very strong relationships, invade A-B...
	10	Allergan	\$0	\$0	
		Ameriprise Financial, Inc	\$0	\$23,000	Close to getting a deal done in Vancouver. continue to work with client Stu Burkoff and Initiative to get a deal done for London.
		Arbys Restaurant Group Inc.	\$0	\$0	
		Audi Of America, Inc	\$0	\$49,000	Waiting feed back from BMW and on our proposal. Once I get the green light, will schedule meeting in Herndon, VA with Benny and Loren Angelo. Met with Benny Lawrence week of 5/17 (21 Club dinner). Will schedule Vancouver Recap in once we have post BMW strategy and begin discussions for London.
		Avis Rent A Car	\$0	\$0	
		Bayer AG	\$0	\$0	
		Boehringer-Ingelheim	\$0	\$0	
		Boeing	\$3,280,000	\$14,800	
		Canon USA	\$0	\$0	
		Chevron Corporation	\$0	\$0	
		Citibank	\$0	\$0	We have Mark Ingall joining us at Ryder Cup. Will engage him on thoughts of the USOC Joint marketing partnership. Had discussions with Bruce at Mediaedge and following up with him the week of 9/27 to schedule formal meeting.
		Citizens Financial Group	\$0	\$23,000	Paul Spoke with Diane at Citizens where we were told that Citizens is really only focused on a handful of markets and if they did anything, most likely work with the affiliates.. Told us RBS was quiet through 2011 until all Tarp funds are repaid...
		Coldwell Banker	\$14,367,000	\$4,300	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
		Conagra Foods	\$3,000,000	\$0	Spoke with Fernando Arriola - Sr director media marketing at Conagra in Omaha... London Olympics is of interest and they enjoyed their presence in Vancouver. Receptive to us coming out there for a meeting this fall - asked that we wait until end of September to follow up... Targeting end of October for the meeting...
		Deloitte & Touche	\$0	\$0	USOC Sponsors for 2010 and 2012 Games. Passed on Vancouver... Will be making contact with them right away about London. Expect they will pass... Agency is Keiler in Connecticut. USOC deal was done for Deloitte's Canadian branch for Vancouver...
		Diamond Foods Inc	\$214,000	\$0	
		Dow Chemical Co.	\$0	\$14,500	Dow is now a TOP Sponsor and we have begun engaging them for London. Meetings have taken place in Chicago with Planning and account team out of FCB and conversations are taking place through Initiative in NY. Bob Long was invited to Ryder Cup. Feeling is we will get something done. Need to get client to come up with money that is outside their normal media dollars as they spend very little money in National TV. Dow is apparently getting ready to activate their rings partnership with some print advertising. Next Dow internal meeting is on 9/23 from which we hope to get some more direction.
		Ebay.Com	\$0	\$0	
		Edible Arrangements International Inc	\$0	\$45,000	
		Elizabeth Arden	\$0	\$0	
		Ethan Allen Global Inc	\$0	\$34,000	
		Exxon	\$0	\$0	Interested in our discussions with BP. Keep client / agency up to date with BP Exclusivity discussions. Gulf situation over now and Exxon thinking of advertising again in October...
		Gap	\$0	\$0	
		Glaxosmithkline Plc	\$5,000,000	\$43,000	Lunch meeting with client Scott Grenz on 9/20 following up on our discussions from initial meeting on 5/19... Scott will be instrumental in helping us get to the GSK brand managers...
		Hasbro Inc	\$0	\$0	
		Hewlett-Packard Company	\$0	\$0	
			\$0	\$0	
		Home Depot	\$3,000,000	\$43,000	
		Hyundai Motor Company	\$0	\$0	
		JM Smucker Co	\$0	\$0	
		K Mart Corporation	\$0	\$4,300	
		KAO Brands Company	\$0	\$0	
		Kayak.com	\$0	\$0	Dropped hold in Vancouver due to poor creative. Will look to revisit for London knowing they are interested in the Games...
		Kia Motors America	\$0	\$4,900	Kia has advertised in the Olympics two Games in a row. \$5.0MM in both Beijing and Vancouver. digital will be important for London. BMW?
		Mercedes Benz	\$0	\$0	Mercedes had concerns over Audi / BMW spending in Vancouver. Will be paying close attention to BMW's official parentship and level of spend in London.
		Merck & Company	\$0	\$0	
			\$0	\$4,300	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
		Michelin Tire	\$0	\$0	
		New Balance, Inc.	\$0	\$0	
		Nikon	\$0	\$32,000	
		Old Navy	\$4,000,000	\$0	Anticipate approximatley \$5.0MM between Old Navy / Gap. Have supported that past two Games. Been trying to schedule recap with agency and look to meet with clients in October.
		Overture Films	\$3,000,000	\$0	Should be there at soem level... have participated in 3 of the last 4 games... All about the releases and they usually buy very last minute.
		Paramount Pictures	\$0	\$0	Spoke with Ari Rosenfeld about finding out Paramount / Dreamworks intentions for London ASAP. Ari beleives this is way too early for them to focus on, however we have expalined that WB and other movie studios are inquiring about integrations and that if paramount wants to secure the same postion they had in Vancouver, they need to let us know very soon...
		Pinnacle Foods Group	\$0	\$0	
		Pizza Hut	\$0	\$4,300	
		Pricewaterhousecoopers	\$0	\$0	
		Reckitt Benckiser	\$0	\$3,000	
		Royal Bank Of Scotland	\$2,546,770	\$0	New Client in Scotland - David Webb who we have gotten some response form and looking to meet him either in London or at the Ryder Cup in beginning of October. RBS has not really been active Nationally in a couple of years, however, their business is starting to turn around and the RBS of Americas is growing. RBS is majority owned by British Government. London could be perfect.
		SC Johnson	\$3,000,000	\$34,000	
		Sears	\$0	\$0	Nolan
		Sepracor Inc	\$0	\$0	
		Shell Oil Company	\$0	\$0	
		Siemens Corporation	\$0	\$23,900	
		Staples Inc	\$0	\$0	
		Sun Life Financial	\$0	\$0	Scheduling Vancouver Recap with client Salley Bray in Mass for October. Agency asked that we circle back with them in October as well..
		Travelers Companies	\$7,000,000	\$49,000	Has left Chicago agency, moved to MediaCom.
		Vestas Wind Systems	\$0	\$0	
		Vizio Inc	\$5,000,000	\$32,000	Client / Agency asking questions for London and what Panasonic's relationship prevents Vizio from doing if anything... Explained the dynamics to the agency and would like for us to continue to update them on any activity in their category... Seem most interested in 3D capabilities for London...
		Volkswagen AG	\$0	\$0	Volkswagen had been a \$10.0MM advertiser in the Games in years past. They did not participate in Vancouver due to timing (retail sales event) and lack of new car launches / creative. Will explore the Summer 2012 window for VW and get them back in the Games if there are no exclusivities preventing VW from participating...
		Wyndham Worldwide	\$0	\$0	
			\$188,407,770	\$510,800	
Paredes	10	Full Tilt Poker	\$0	\$0	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
		Global Wireless Entertainment	\$0	\$0	
		Long John Silvers	\$500,000	\$43,000	
		Maglite	\$0	\$0	
			\$500,000	\$43,000	
Robinson	10	Koninklijke Philips Electronics	\$500,000	\$45,000	
			\$500,000	\$0	
			\$1,000,000	\$45,000	
Shelata	10	5 Hour Energy	\$0	\$32,000	
		ADT Security Services, Inc.	\$2,000,000	\$0	
		American Electric Power Company INC	\$0	\$43,000	
		American Heart Association	\$500,000	\$14,500	
		Autotrader.com	\$2,000,000	\$0	
		BRP International	\$500,000	\$0	
		Chiquita Brands Inc.	\$500,000	\$0	
		Dick's Sporting Goods	\$1,000,000	\$0	
		Ford Motor Company	\$0	\$0	
		Marathon Oil, CORP	\$500,000	\$0	
		Mederma	\$500,000	\$14,000	
		Michigan Econ. Develop. Corp.	\$500,000	\$0	
		Napa Auto Parts	\$500,000	\$23,000	
		Owens Corning	\$500,000	\$0	
		Progressive Insurance Corporation	\$4,500,000	\$0	
		Quicken Loans	\$1,000,000	\$45,000	
		Royal Bank of Canada	\$500,000	\$0	
		Serta International	\$1,000,000	\$0	
		UPS Store	\$500,000	\$32,000	
		US Bank	\$2,000,000	\$0	
		US Department of Veterans Affairs	\$1,000,000	\$0	
		US Navy	\$1,500,000	\$34,000	
		US Postal Service	\$1,000,000	\$0	
		Volvo	\$0	\$8,900	
			\$22,000,000	\$246,400	

Detailed Report by Champ of London Olympic 2012

Champ	Probability	Client	Total Budget	Digital Budget	Deal Comments
Snelleman	50	London Tourism	\$5,000,000	\$0	Have dinner set up w/ client in LA on Oct 28, which will provide opportunity to discuss next steps.
		Visit Britain	\$10,000,000	\$23,000	10/4: Paul met with the Wales Client at Ryder Cup, paired w/ meeting the overall VB group in London the end of June for Wimbledon, presented Tourism case study. Hoping to get idea of Govt financing from UK in November for US marketing push. Paul & I setting up meeting w/ Laurence Bresh's group for Feb 2011
	10	Asics	\$5,000,000	\$0	Meeting with Andrea Bullock on Oct 22 in San Diego to discuss Vancouver highlights and plans for Asics leading into London
		BC Tourism	\$2,000,000	\$15,000	Client encouraged by tourism #s from the US and positive press from the deal, keeping London on "to-do" list, and will re-visit opportunity in early 2011 for update.
		Best Western International Inc.	\$0	\$0	7/14: Hilton exclusive, no-go
		Church & Dwight	\$0	\$0	
		Franklin Templeton Investments	\$0	\$39,000	Not a Chicago account. West Coast Account.
		Honda	\$3,500,000	\$0	Awaiting outcome of other autos for category
		Korean Airlines	\$0	\$0	7/14: UAL exclusive pending, no-go
		Legalzoom	\$1,000,000	\$0	Moving along w/ Airplane deal, will present recap deck of 2010 deal in January, and discuss 2011 plans
		MSI Computer Corp	\$2,000,000	\$0	7/14: cleint has pulled back plans to launch in US market, TBD on 2012 plans
		New York Life Insurance	\$0	\$23,000	
		Ocean Media-Client	\$0	\$0	7/14: will be last minute participant given price requirements
		Priceline.Com	\$0	\$0	
		Universal Pictures	\$0	\$0	
		Walt Disney Studios Home Entertainment	\$0	\$0	Too early to gauge 2012 movie release and funding, but using this time to introduce the property to the new disney client.
		Weinstein Company, The	\$1,000,000	\$0	7/14: no direction yet on budget or realease schedule of films
			\$1,000,000	\$0	7/14: no direction yet on budget or realease schedule of films
			\$30,500,000	\$100,000	
Wilson	10	Active Media	\$230,000	\$0	
		Google Inc	\$0	\$0	
		Universal Orlando	\$0	\$0	
			\$230,000	\$0	
Yorke	10	Sherwin Williams Company, The	\$1,000,000	\$0	
			\$1,000,000	\$0	
			\$1,155,694,670	\$3,273,131	

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
21st Century Insurance	Dunning	10	\$200,000	\$0	
5 Hour Energy	Shelata	10	\$0	\$32,000	
ABC Family	Clachko	10	\$0	\$0	
ADT Security Services, Inc.	Shelata	10	\$2,000,000	\$0	
AT&T	Nolan	90	\$75,000,000	\$0	We are securing a meeting between Dick and Daryl to discuss London. Working on dates with CMO & Spokes persons. Also working on the AT&T Category so that we can justify the larger spends we will be asking for from AT&T. Working through Tablets, Handsets, new wireless technologies, etc.... Fuller asked that we give her until after 10/1 to receive a proposal form us. Met with the entire AT&T Team in Atlanta on 4/26. Presented Vancouver Recap and began discussions for London. Client very pleased with Vancouver performance and has said the Olympic will be important to AT&T moving forward. Indicated that a deal before the end on 2010 may be doable. More lead time for them, the better. Concerns over the category as technology is constantly changing and not sure what they will be selling in summer of 2012.
Aarp	Clennon	10	\$2,460,000	\$32,000	Client based in DC, requesting assistance from KM to setup and deliver client meeting.
Abbott Laboratories	McCavanagh	10	\$0	\$0	Clachko
Acer America Corporation	McCavanagh	10	\$0	\$4,300	9/22 Acer has officially passed on the category. I have reached out to Anton and Guiditta a number of times and have received no response.
Active Media	Wilson	10	\$230,000	\$0	
Acura	Dunning	10	\$150,000	\$0	
Adidas	McCavanagh	10	\$6,500,000	\$0	9/22 Working with Charles Pokress, planner from Carat LA, to set up a meeting with Brit the client in Portland. We discussed potential sponsorship opportunities. Waiting on some dates from Charles for the meeting.
Aflac Insurance	Clachko	50	\$5,000,000	\$21,000	5/4/10 Paul & Jeff presented client with Vancouver recap in April. Account awarded to Mediavest - Chris 's group. Chris says they won't be ready to discuss 2012 until early next year.
Alberto Culver	McCavanagh	10	\$0	\$54,000	
Allergan	Nolan	10	\$0	\$0	
Allianz Versicherungs Ag	McCavanagh	10	\$0	\$0	
Allstate Insurance	Clennon	50	\$10,000,000	\$0	Expect client exclusive plan feedback/decision w/o 10/11. Present HOF program to client 9/14.9/10 Exclusive plan submitted to agency. Awaiting feedback. 5/25 Delivered recap. 6/12 Provided research follow-up.
Ally Bank	Clachko	10	\$0	\$0	working on setting up meeting
Amazon.com	McCavanagh	10	\$0	\$0	
American Coalition for Clean Coal Electricity	McCavanagh	10	\$2,148,900	\$0	9/22 Met with Penny over the summer and delivered Post Olympic Recap. Will follow up with her on Sports and Olympics going forward. 5/14/10 Recap meeting set for 5/20 at 3pm with Penny.
American Electric Power Company INC	Shelata	10	\$0	\$43,000	
American Heart Association	Shelata	10	\$500,000	\$14,500	

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
American Petroleum Institute	McCavanagh	10	\$0	\$0	9/22 Delivered the Recap to Dave with Paul and Tim on 5/20. Tim following up on Uni Sports opportunities. Will stay close to Dave as the Games approach. 5/14/10 API Recap set for 5/21/10 in DC.
American Standards	Clachko	10	\$2,350,000	\$0	
Ameriprise Financial, Inc	Nolan	10	\$0	\$23,000	Close to getting a deal done in Vancouver. continue to work with client Stu Burkoff and Initiative to get a derqal done for London.
Ameritrade	Clachko	10	\$0	\$54,000	met with Francois on 8/2 to have initial discussion. Client, Robert Haverback being invited to Ryder Cup
Anheuser-Busch InBev	McCavanagh	100	\$23,100,000	\$0	9/22 Need to reschedule Olympic recap. 6/16 Need to reschedule the Recap 5/14/10 AB Recap Meeting set for 6/11/10. Need to confirm with Rich that Mark Wright will be in town for the meeting, if not need to reschedule.
Apple Inc.	Clachko	10	\$0	\$0	will be very close in decision
Applebee's	McCavanagh	10	\$0	\$2,330	
Arbys Restaurant Group Inc.	Nolan	10	\$0	\$0	
Archer Daniels Midland	Clennon	10	\$0	\$0	Per client, No consumer facing advertising planned for 2011.
Asics	Snelleman	10	\$5,000,000	\$0	Meeting with Andrea Bullock on Oct 22 in San Diego to discuss Vancouver highlights and plans for Asics leading into London
AstraZeneca	Clachko	10	\$0	\$0	Paul to set up meeting with Earl Black
Atos Origin	McCavanagh	10	\$0	\$0	
Audi Of America, Inc	Nolan	10	\$0	\$49,000	Waiting feed back from BMW and on our proposal. Once I get the green light, will schedule meeting in Herndon, VA with Benny and Loren Angelo. Met with Benny Lawrence week of 5/17 (21 Club dinner). Will schedule Vancouver Recap in once we have post BMW strategy and begin discussions for London.
Autotrader.com	Shelata	10	\$2,000,000	\$0	
Avis Rent A Car	Nolan	10	\$0	\$0	
Avon Products, Inc.	Clachko	10	\$2,134,000	\$54,000	per Mitch they won't have the budget for it
BBC America	Clachko	10	\$0	\$0	
BC Tourism	Snelleman	10	\$2,000,000	\$15,000	Client encouraged by tourism #s from the US and positive press from the deal, keeping London on "to-do" list, and will re-visit opportunity in early 2011 for update.
BMW	McCavanagh	70	\$50,000,000	\$0	9/22 Met with Patrick and the creative agencies on the phone to deliver the Best Practices presentation. Next steps: Dani and Cortney are developing and agency POV for Patrick to bring to Germany with the ask, including dollars and GM activation request. Nothing will be decided until there is a new VP which may be by the end of September. 6/16 Presented the BMW recap to Patrick McKenna at BMW Headquarters. Next steps are working with Dani in regards to an extension on the 90 days which is Aug 27th. They want a one month extension due to a meeting in Munich in September in which all BMW media plans are being presented including Olympics. Seth said that he would discuss this extension in a meeting with the client that we are trying to set up on either the 8th or 15th of July. I have asked Dani for an e-mail stating that BMW is passing on the entire category.. (allowing us to forward with our GM conversations). 5/14/10 Presented the Vancouver recap to Mccan in preperation for the BMW client meeting on Ma
BRP International	Shelata	10	\$500,000	\$0	

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
Bank Of America	Clennon	50	\$10,000,000	\$0	Client is vetting internally and awaiting feedback. Client is 9/15 presented USOC opportunity. Agency recap delivered 5/26.
Bayer AG	Nolan	10	\$0	\$0	
Best Buy Company, Inc.	Clennon	50	\$3,000,000	\$0	Building custom content program concept with expected presentation date late Q1 2011. Met with Keith Bryan and Rebecca Lambert 10/4. Client recap delivered 6/3.
Best Western International Inc.	Snelleman	10	\$0	\$0	7/14: Hilton exclusive, no-go
Big Lots!	Clachko	10	\$0	\$0	
Bissell	Clachko	10	\$0	\$0	
Blackrock Group	McCavanagh	10	\$0	\$0	
Boehringer-Ingelheim	Nolan	10	\$0	\$0	
Boeing	Nolan	10	\$3,280,000	\$14,800	
Bp Oil Corporation	McCavanagh	70	\$28,000,000	\$0	9/22 Finalizing an updated proposal for BP with some activation ideas for the calendar year 2012 across multiple dayparts. Will deliver to Matt week of 9/20 or 9/27. 6/16 Due to BP's current state of affairs, Luc and Mike will not be at the London meeting. Their status with the usoc currently remains up in the air. 5/14/10 Exclusive plan presented to Matt at Mindshare. We have given them to July 7th to evaluate exclusively before we go to market. Preparing presentation for a meeting with Luc in London during Wimbledon.
Bridgestone Americas Inc	Clennon	10	\$0	\$0	Drafting Super Bowl Halftime Show/Winter Classic/Olympic investment concept with expected presentation date late Q1 2011. 9/30 meeting set with planning team in Dallas. Will discuss potential of plus-ing up Winter Classic and SB half time show for Olympic investment.
Bristol-Myers Squibb	Clachko	10	\$0	\$12,000	working on setting up planner meeting
Bush Brothers and Company	Montemayor	10	\$500,000	\$0	
CVS Caremark	McCavanagh	10	\$0	\$0	No longer at Hill Holiday
Campbell Soup Company	Clachko	10	\$0	\$0	
Canon USA	Nolan	10	\$0	\$0	
Capital One	Clachko	10	\$150,000	\$0	trying to set up meeting with Patty Dewwes
Careerbuilder.Com	Clennon	10	\$0	\$0	Lunch with the CMO set for 10/21. Discussing potential SB/Olympic play.
Cargill	Clennon	10	\$0	\$0	Meeting set with agency 10/5. Will develop client game plan based on meeting discussion.
Carnival Cruises	McCavanagh	10	\$0	\$0	9/22 Met with Carnival client and agency on June 8th. Jim was extremely pleased with their participation in the games, but the Summer Games are a dead/black period for their industry, focussing on local deals if anything at all. The likelihood of anything happening with them is very low. The time period does not work, but he said you never know and to follow up as we get closer.
Cars.Com	Clachko	10	\$0	\$23,000	
Celebrity Cruises	McCavanagh	10	\$0	\$0	
Chamberlain	Clennon	10	\$500,000	\$0	
Charles Schwab	McCavanagh	10	\$5,000,000	\$0	9/22 Coordinating a meeting with Steve Agase, the agency and the client Mike Naughton to discuss the Rings sponsorship opportunity.
Chattem, Inc	McCavanagh	10	\$0	\$0	

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
Chesapeake Energy Corporation	Clennon	10	\$0	\$14,000	
Chevron Corporation	Nolan	10	\$0	\$0	
Chili's	McCavanagh	10	\$0	\$32,000	9/22 Meeting with Guy Rancourt in Wales to discuss next steps and opportunities for Chilis.
Chiquita Brands Inc.	Shelata	10	\$500,000	\$0	
Choice Hotels International	McCavanagh	10	\$0	\$0	
Chrysler Group LLC	McCavanagh	10	\$0	\$0	9/22 Holding off conversations till BMW/GM is resolved.
Church & Dwight	Snelleman	10	\$0	\$0	
Cisco Systems	McCavanagh	10	\$0	\$0	
Citibank	Nolan	10	\$0	\$0	We have Mark Ingall joining us at Ryder Cup. Will engage him on thoughts of the USOC Joint marketing partnership. Had discussions with Bruce at Mediaedge and following up with him the week of 9/27 to schedule formal meeting.
Citizens Financial Group	Nolan	10	\$0	\$23,000	Paul Spoke with Diane at Citizens where we were told that Citizens is really only focused on a handful of makets and if the did anything, most likely work wi htthe affiliates.. Told us RBS was quiet through 2011 until all Tarp funds are repaid...
Citizens Watches	McCavanagh	10	\$143,000,000	\$0	
Clorox Company	Clachko	10	\$0	\$0	will be a small UF player.
Coca-Cola Company	Clachko	90	\$55,000,000	\$0	talks to begin by mid September - 11/1/10 trigger date for London plan. Julie Goldstein is setting up dinner meeting in Atlanta. We are preparing our offer.
Coldwell Banker	Nolan	10	\$14,367,000	\$4,300	
Columbia Sportswear	Dunning	30	\$150,000	\$45,000	
Conagra Foods	Nolan	10	\$3,000,000	\$0	Spoke with Fernando Arriola - Sr director media marketing at Conagra in Omaha... London Olympics is of interest and they enjoyed their presence in Vancouver. Receptive to us comin gout there for a meeting this fall - asked that we wait until end of September to follow up... Targeting end of October for the meeting...
Cooper Tires	Montemayor	10	\$1,000,000	\$0	Not a Chicago account. Marc USA, Pittsburgh (detroit)
Corona Beer	Clachko	10	\$0	\$0	
Credit Suisse Group	McCavanagh	10	\$0	\$0	
Curves International, Inc	McCavanagh	10	\$0	\$34,000	
DIRECTV	McCavanagh	50	\$10,000,000	\$76,000	9/22 Meeting with DIRECTV on 9/28 to deliver recap.
DYMO	McCavanagh	10	\$432,000	\$0	No longer at Deutsch
Dannon Company, Inc.	Clachko	10	\$0	\$8,700	
Darden, Inc.	Clachko	10	\$0	\$0	need help getting in to see client. thye have refused to see us and have not been interested in the Olympics

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
De Beers Consolidated Mines	McCavanagh	10	\$0	\$0	
Del Monte Foods	Clennon	10	\$0	\$0	
Dell Inc.	Clachko	10	\$0	\$32,000	
Deloitte & Touche	Nolan	10	\$0	\$0	USOC Sponsors for 2010 and 2012 Games. Passed on Vancouver... Will be making contact with them right away about London. Expect they will pass... Agency iis Keiler in Connecticut. USOC deal was done for Deloitte's Canadian branch for Vancouver...
Delta Airlines	McCavanagh	10	\$0	\$4,300	9/22 Category Exclusivity with United.
Delta Faucet Company	Clennon	10	\$2,000,000	\$0	Scheduling Indianapolis trip to meet with Delta & Lilly clients.. 5/25 Delivered recap to agency.
Diamond Foods Inc	Nolan	10	\$214,000	\$0	
Dick's Sporting Goods	Shelata	10	\$1,000,000	\$0	
Dish Network	Clachko	10	\$5,000,000	\$0	Dish has left Compass Point Media, moved to Horizon Media.
Dole Foods	McCavanagh	10	\$0	\$0	
Domino's Pizza Inc.	McCavanagh	10	\$0	\$0	
Dow Chemical Co.	Nolan	10	\$0	\$14,500	Dow is now a TOP Sponsor and we have begun engaging them for London. Meetings have taken place in Chicago with Planning and account team out of FCB and conversations are taking place through Initiative in NY. Bob Long was invited to Ryder Cup. Feeling is we will get something done. Need to get client to come up with money that is outside their normal media dollars as they spend very little money in National TV. Dow is apparently getting read yto activate their rings partnership with some print advertising. Next Dow internal meeting is on 9/23 from which we hope to get some more direction.
Dreamworks SKG	Nolan	50	\$15,000,000	\$0	
Dupont	McCavanagh	10	\$0	\$4,500	
E-Trade Securities	Clennon	50	\$3,000,000	\$0	Agency communicated that they would like to consider a deal tied to account acquisition metrics. Agency recap delivered 5/26.
Eastman Kodak Company	McCavanagh	10	\$0	\$1,900	
Ebay.Com	Nolan	10	\$0	\$0	
Edible Arrangements International Inc	Nolan	10	\$0	\$45,000	
Edward Jones Investments	Clennon	50	\$5,000,000	\$0	JV meeting set for 11/11 in STL. Confirm receipt of JV opportunity letter. Agency recap delivered 5/25.
Eli Lilly	Clachko	10	\$1,650,000	\$0	clennon setting up client meeting in Indy
Elizabeth Arden	Nolan	10	\$0	\$0	
Estee Lauder	McCavanagh	10	\$0	\$0	
Ethan Allen Global Inc	Nolan	10	\$0	\$34,000	
Expedia.Com	Clachko	10	\$0	\$45,000	

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
Exxon	Nolan	10	\$0	\$0	Interested in our discussions with BP. Keep client / agency up to date with BP Exclusivity discussions. Gulf situation over now and Exxon thinking of advertising again in October...
FedEx Corporation	Clachko	10	\$0	\$34,000	need to set up meeting with Pacheco
Fidelity Investments	McCavanagh	10	\$10,000,000	\$0	9/22 Next steps Paul was reaching out to the agency to coordinate a meeting with Denuta for the Rings/Financial services category. Need to follow up on when that meeting is scheduled. 6/16 Met with Hill Holiday (Tracy Reiner) on June 8th and delivered their recap. The agency was very happy with the presence in the Games as was Denuta the client who I had dinner with 2 weeks prior to the meeting. Next steps are to set up a meeting with Denuta to take her through our learnings, she was not able to make our meeting.
Focus Features	Clachko	10	\$0	\$0	
Ford Motor Company	Shelata	10	\$0	\$0	
Fox Filmed Entertainment	Clachko	10	\$0	\$0	
Franklin Templeton Investments	Snelleman	10	\$0	\$39,000	Not a Chicago account. West Coast Account.
Frito-Lay	McCavanagh	10	\$0	\$0	
Ftd	Clachko	10	\$0	\$0	
Full Tilt Poker	Paredes	10	\$0	\$0	
Gap	Nolan	10	\$0	\$0	
Garmin International	Clennon	10	\$0	\$3,400	Contingent on ATT GPS exclusivities, prospecting with focus on NGB relationship. Looking to discuss how we can highlight their products used by Olympic athletes. Looking to schedule meeting around Hallmark recap.
Geico	Clachko	70	\$8,000,000	\$3,200	Brum currently in negotiations for \$8.0 - we should know by end of October
General Electric	Clachko	100	\$50,000,000	\$15,000	dollars are committed but plan still needs to be worked out much closer in
General Mills	Clachko	10	\$0	\$0	Clennon meeting with client in Minneapolis on 10/15
General Motors	McCavanagh	70	\$120,000,000	\$5,000	9/22 Next step is to deliver the updated proposal (IV) to Stacie the week of 9/20. 6/16 I delivered a plan to Stacey and Whitey for 103.2M gross on May 27th. The plan did not include exclusivity which they have subsequently asked for. A plan was then submitted to Stacie by Paul the w/o June 7th for 128.37 gross. Stacie asked me for some research on olympic composition and upscale stories on 6/14 which I supplied the same day and worked with Whitey on some research questions they had. Next steps are waiting on their response to our plan and the e-mail from BMW passing on the entire category so we can move this deal forward.
Gerber Products Company	Clachko	10	\$0	\$0	
Glaxosmithkline Plc	Nolan	10	\$5,000,000	\$43,000	Lunch meeting with client Scott Grenz on 9/20 following up on our discussions from initial meeting on 5/19... Scott will be instrumental in helping us get to the GSK brand managers...
Global Wireless Entertainment	Paredes	10	\$0	\$0	
Go Daddy.Com	Clennon	10	\$0	\$0	Efficiency buying-based client, Monitoring ALAB Sports conversations concerning the SB.
Go Rving Coalition	Clennon	50	\$1,500,000	\$32,000	Discussed the option of doing a London deal before his retirement to no avail. Per Gary, they are interested in London, but budgets are contingent on proir year sales.
Goodyear	McCavanagh	50	\$5,000,000	\$0	9/22 Setting up a meeting with Gagne in October to discuss ariels.

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
Google Inc	Wilson	10	\$0	\$0	
Great Clips	Clennon	10	\$0	\$3,200	
H&R Block, Inc.	Clachko	10	\$0	\$0	
Haier	McCavanagh	10	\$0	\$43,000	
Hallmark Cards	Clennon	10	\$1,000,000	\$0	10/20 Agency recap set. Coordinating client recap with TBD KC trip.
Hanesbrands Inc	Clennon	10	\$0	\$14,390	10/15 meeting set with planning team.
Harley-Davidson Motor Company	Clennon	10	\$0	\$14,000	Agency in transition. Will look to schedule client meeting to align with Kohl's Milwaukee trip in late October 09.
Hartford Financial Services Group	Clennon	10	\$0	\$0	Agency meeting set 10/5. CBS NCAA tournament must-spend directs media spend.
Hasbro Inc	Nolan	10	\$0	\$0	
Heineken, Usa	Clachko	10	\$0	\$43,000	
Hershey Company, The	Clachko	10	\$0	\$0	would be a small player if Miller Coors were to pass
Hertz Corp.	Clachko	10	\$1,480,000	\$0	
Hewlett-Packard Company	Clachko	10	\$0	\$0	Seth and Peter Foss setting up meeting
			\$0	\$0	Seth and Peter Foss setting up meeting
	Nolan	10	\$0	\$0	
			\$0	\$0	
Hilton Worldwide	Clachko	70	\$13,000,000	\$0	We have given them until end of August a exclusive negotiating window. Conversations are progressing - should have deal done by end of October.
Home Box Office	Clachko	10	\$0	\$23,000	
Home Depot	Nolan	10	\$3,000,000	\$43,000	
Honda	Snelleman	10	\$3,500,000	\$0	Awaiting outcome of other autos for category
Hormel Foods	Clachko	10	\$0	\$0	
Hotels.Com	Clachko	10	\$0	\$0	
Hulu LLC	Dunning	10	\$0	\$0	
Hyundai Motor Company	Nolan	10	\$0	\$0	
IBM	McCavanagh	10	\$0	\$0	
ING Group	Clachko	10	\$3,500,000	\$54,000	Paul working with Ginsberg to set up meeting with Ann Glover
Identity Guard	Clachko	10	\$0	\$0	
Intel	McCavanagh	10	\$0	\$9,800	Clachko
International House Of Pancake (IHOP)	McCavanagh	10	\$0	\$0	9/22 Conflicts with Coke as they have coffee in their ads.
Intuit Inc	Dunning	10	\$0	\$32,000	
J.C. Penney Co.	Clachko	50	\$5,000,000	\$0	Met with Robin Thomas in Dallas in August. next step is for Clennon to meet with planners in Chicago
JM Smucker Co	Nolan	10	\$0	\$0	

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
JP Morgan Chase	Clachko	10	\$0	\$0	trying to set up CMO meeting to discuss Financila category
Jack Links	Clennon	10	\$0	\$2,300	Potential cable play. Creative would need to be vetted with Standards in advance. NCAA presence due to shifting existing SEC FB \$ based on product material shortage. 10/5 agency meeting set.
Jenny Craig, Inc	McCavanagh	10	\$0	\$0	
Joe's Crab Shack	Clennon	10	\$0	\$0	Will coordinate client meeting with tbd Houston trip.
John Deere & Company	McCavanagh	10	\$0	\$19,000	
John Hancock	McCavanagh	10	\$0	\$0	
Johnson & Johnson	McCavanagh	10	\$0	\$0	
K Mart Corporation	Nolan	10	\$0	\$4,300	
KAO Brands Company	Nolan	10	\$0	\$0	
Kaplan, INC	Clachko	10	\$0	\$0	
Kay Jewelers	Clachko	10	\$0	\$4,300	not a player for Summer games
Kayak.com	Nolan	10	\$0	\$0	Dropped hold in Vancouver due to poor creative. Will lok to revisit for London knowing they are interested in the Games...
Kellogg Company	Clennon	10	\$0	\$0	Meeting set for 10/27. Building custom deck with Marketing. Need to discuss what ramifications an exclusive deal with Coke would have on Kellogg creative. In discussions with agency team.
Kia Motors America	Nolan	10	\$0	\$4,900	Kia has advertised in the Olympics two Games in a row. \$5.0MM in both Beijing and Vancouver. digital will be important for London. BMW?
Kimberly Clark Corp.	McCavanagh	10	\$0	\$34,000	
Kohler Co.	McCavanagh	10	\$0	\$0	
Koninklijke Philips Electronics	McCavanagh	10	\$0	\$45,000	
			\$0	\$0	
	Robinson	10	\$500,000	\$45,000	
			\$500,000	\$0	
Korean Airlines	Snelleman	10	\$0	\$0	7/14: UAL exclusive pending, no-go
Kraft Foods	Clachko	50	\$5,000,000	\$0	meeting set for 9/23 in Tarrytown with Gary Gruneberg
L'Oreal USA	McCavanagh	10	\$0	\$0	
LG Electronics	McCavanagh	10	\$0	\$322,200	
Ladders, The	Clennon	50	\$2,000,000	\$0	Agency recap meeting delivered 6/3. Next steps include gathering Vancouver success story findings from client and possible client interview depending on findings.
Legalzoom	Snelleman	10	\$1,000,000	\$0	Moving along w/ Airplane deal, will present recap deck of 2010 deal in January, and discuss 2011 plans
Lendingtree.Com	Clachko	10	\$0	\$0	
Levi Strauss & Company	Clachko	10	\$0	\$0	
Lexus	Clachko	10	\$0	\$0	waiting for auto category to play out before we approach

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
Liberty Mutual	McCavanagh	70	\$15,000,000	\$15,000	9/22 Meeting with Guy in Wales to discuss next steps. 6/16 Delivered the Recap to Guy, Stacey, Seb and their digital team. Liberty was happy with the linear investment but their digital investment slightly underdelivered (Matt is taking care of this with them). 2012 is a big year for Liberty as it is their 100th Birthday in July. Timing could be perfect and they want to explore ideas to capitalize on the timing of the game and this milestone year. Next steps are to set up a meeting to discuss a Liberty build up in Sports with potential SB.
Lifetime Television	Clachko	10	\$0	\$3,200	
Lincoln Financial Group	Clachko	10	\$0	\$0	Brum in contact with and setting up meeting with the Woz.
Lindt & Sprungli (USA)	Clachko	10	\$320,000	\$0	
Lionsgate	Dunning	10	\$0	\$0	
Living Essentials	Clachko	10	\$2,000,000	\$0	
London Tourism	Snelleman	50	\$5,000,000	\$0	Have dinner set up w/ client in LA on Oct 28, which will provide opportunity to discuss next steps.
Long John Silvers	Paredes	10	\$500,000	\$43,000	
Lowe's	Clachko	10	\$0	\$0	per McGovern they have no interest or money
Lucas Arts Entertainment	Dunning	50	\$1,540,000	\$0	
Luxottica	Clennon	10	\$0	\$0	
			\$0	\$0	
	Dunning	10	\$300,000	\$0	
			\$300,000	\$0	
MGM Studios, Inc	Dunning	30	\$2,300,000	\$0	
MSI Computer Corp	Snelleman	10	\$2,000,000	\$0	7/14: client has pulled back plans to launch in US market, TBD on 2012 plans
Maglite	Paredes	10	\$0	\$0	
Marathon Oil, CORP	Shelata	10	\$500,000	\$0	
Marriott Hotels	McCavanagh	10	\$0	\$0	
Marvel Comics	Clachko	10	\$0	\$0	
Maybelline-Garnier	Clachko	10	\$0	\$0	
Mazda	Dunning	50	\$2,000,000	\$67,000	
McDonald's Corp	Clachko	90	\$25,000,000	\$35,000	We have let OMD know that discussions must start very soon or we will not be able to protect local markets for them. McGovern said they should be ready to start talking by end of September.
Mederma	Shelata	10	\$500,000	\$14,000	
Mercedes Benz	Nolan	10	\$0	\$0	Mercedes had concerns over Audi / BMW spending in Vancouver. Will be paying close attention to BMW's official parentship and level of spend in London.
Merck & Company	Clachko	10	\$0	\$0	
			\$0	\$4,300	
	Nolan	10	\$0	\$0	
			\$0	\$4,300	
Merrill-Lynch	Clennon	10	\$0	\$0	Discussing Merrill as part of BofA discussion.

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
Michelin Tire	Nolan	10	\$0	\$0	
Michigan Econ. Develop. Corp.	Shelata	10	\$500,000	\$0	
Microsoft	McCavanagh	10	\$0	\$5,400	9/22 working with Agency to nail down Olympic Recap meeting date.
MillerCoors	Nolan	50	\$15,000,000	\$4,500	Constant communication with MillerCoors for London. Met with Brand Managers and Media team in Chicago on 9/14. Seth had lunch with Any E. on 9/21. We will be putting a multi sport multi year deal in front of MillerCoors in the next couple of weeks, Olympics, NFL, Hockey, Tennis. Challenges for Olympics - Cost prohibitive, hard for MC to justify high CPMS vs other sports they buy, carving out space for the different brands to feel big... Good News - timing is perfect, client passionate about the Olympics, very strong relationships, invade A-B...
Miramax Films	McCavanagh	10	\$0	\$0	
Mitsubishi Motors	Clachko	10	\$0	\$0	
Morgan Stanley Smith Barney	Clennon	10	\$0	\$32,000	KM presented JV opt to client 9/21. Briefed agency on JV opportunity and that KM has had conversations with Christine Beacon concerning opportunity. KM has meeting scheduled 9/21
Motorola	McCavanagh	10	\$0	\$0	9/22 Conflict with AT&T/Samsung
Napa Auto Parts	Shelata	10	\$500,000	\$23,000	
Nationwide Insurance	McCavanagh	10	\$2,378,000	\$0	
Nestle	Clachko	10	\$0	\$0	
Netflix Inc	McCavanagh	10	\$0	\$0	9/22 Netflix is extremely efficient and opportunistic. They had a very good experience in Vancouver and I will stay very close to them as the games approach.
New Balance, Inc.	Nolan	10	\$0	\$0	
New York Life Insurance	Snelleman	10	\$0	\$23,000	
Nike Inc.	Clachko	100	\$21,800,000	\$0	Ordered 2.27.09 as part of 2 game deal
Nikon	Nolan	10	\$0	\$32,000	
Nintendo Of America	Clennon	10	\$0	\$13,402	Q4 upfront player. Requesting LA office assistance with SF client.
Nissan	Clachko	10	\$0	\$0	we are waiting to see what happens with GM and BMW before moving forward with Nissan
Nokia	Clachko	10	\$0	\$0	
Northern Trust	Clennon	10	\$0	\$0	Per client, no interest in pursuing a Rings discussion at this time. Confirmed that client has received JV letter.
Norwegian Cruises	Clennon	10	\$0	\$0	
Novartis	Clachko	10	\$0	\$0	
Nutrisystem	Clachko	10	\$0	\$98,700	opportunistic advertiser
Ocean Media-Client	Snelleman	10	\$0	\$0	7/14: will be last minute participant given price requirements
Office Depot	Clachko	10	\$0	\$0	
Office Max	Clennon	10	\$0	\$0	Pursuing client meeting to discuss back to school timing discussion.
Old Navy	Nolan	10	\$4,000,000	\$0	Anticipate approximatley \$5.0MM between Old Navy / Gap. Have supported that past two Games. Been trying to schedule recap with agency and look to meet with clients in October.
Omega Watches	Clachko	50	\$4,000,000	\$0	won't be ready to talk until 2011

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
Ontario Ministry of Economic Dev Trade	Montemayor	10	\$200,000	\$0	
Oppenheimer Funds	McCavanagh	10	\$0	\$32,000	Nolan
Orbitz	Clachko	10	\$0	\$0	
Outback Steakhouse	McCavanagh	10	\$0	\$0	
Overture Films	Nolan	10	\$3,000,000	\$0	Should be there at soem level... have participated in 3 of the last 4 games... All about the releases and they usually buy very last minute.
Owens Corning	Shelata	10	\$500,000	\$0	
PACSUN	Dunning	10	\$0	\$320,000	
Pacific Life	Dunning	10	\$0	\$0	
Panasonic Corporation	Clachko	10	\$0	\$4,300	exclusive package submitted to them on 9/10/10. unlikely they will have \$30 mil for exclusive but may be able to work out a non-exclusive plan
Papa John's International Inc.	McCavanagh	10	\$21,458,000	\$0	
Paramount Pictures	Nolan	10	\$0	\$0	Spoke with Ari Rosenfeld about finding out Paramount / Dreamworks intentions for London ASAP. Ari beleives this is way too early for them to focus on, however we have expalined that WB and other movie studios are inquiring about integrations and that if paramount wants to secure the same postion they had in Vancouver, they need to let us know very soon...
Pfizer	McCavanagh	10	\$0	\$0	9/22 Setting up a meeting with Mike in October to discuss the Games and meet with brand managers.
			\$0	\$0	9/22 Met with Mike Law on 9/17 at a golf outing. We are setting up a more formal meeting in October to begin conversations for London.
			\$0	\$2,300	9/22 Setting up a meeting with Mike in October to discuss the Games and meet with brand managers.
			\$0	\$2,300	9/22 Met with Mike Law on 9/17 at a golf outing. We are setting up a more formal meeting in October to begin conversations for London.
Pinnacle Foods Group	Nolan	10	\$0	\$0	
Pioneer Investments	Clachko	10	\$0	\$0	
Pizza Hut	Nolan	10	\$0	\$4,300	
Pokerstars.Net	Clachko	10	\$0	\$0	
Porsche AG	Clachko	10	\$0	\$4,500	Has left Chicago agency , moved to OMD, NY.
Priceline.Com	Snelleman	10	\$0	\$0	
Pricewaterhousecoopers	Nolan	10	\$0	\$0	
Procter & Gamble	Clachko	10	\$0	\$0	met with Greg, Janet and team in Cinci on 8/23. next step is to provide them with an exclusivity package by mid September
			\$0	\$21,000	met with Greg, Janet and team in Cinci on 8/23. next step is to provide them with an exclusivity package by mid September
		90	\$50,000,000	\$0	meeting with Sara Kramer and Scott Lee on 9/23. We are trying to move along their timetable
			\$50,000,000	\$21,000	meeting with Sara Kramer and Scott Lee on 9/23. We are trying to move along their timetable
Progressive Insurance Corporation	Shelata	10	\$4,500,000	\$0	

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
Prudential	McCavanagh	10	\$0	\$0	9/22 Setting up a Financial Services meeting for October with Peggy. No past success with Prudential in the Games, they are very efficient in their buying.
Quicken Loans	Shelata	10	\$1,000,000	\$45,000	
Quiznos	Dunning	10	\$0	\$0	
RE/Max	McCavanagh	10	\$0	\$3,200	
Radio Shack	McCavanagh	10	\$0	\$0	
Reckitt Benckiser	Nolan	10	\$0	\$3,000	
Research In Motion (RIM)	Clennon	10	\$5,000,000	\$0	Pending Att handset category decision.
Revlon	McCavanagh	10	\$0	\$0	
Royal Bank Of Scotland	Nolan	10	\$2,546,770	\$0	New Client in Scotland - David Webb who we have gotten some response form and looking to meet him either in London or at the Ryder Cup in beginning of October. RBS has not really been active Nationally in a couple of years, however, their business is starting to turn around and the RBS of Americas is growing. RBS is majority owned by British Government. London could be perfect.
Royal Bank of Canada	Shelata	10	\$500,000	\$0	
Royal Caribbean International	McCavanagh	10	\$0	\$15,000	
Rubbermaid, Inc.	McCavanagh	10	\$0	\$0	
Ruby Tuesday Inc	McCavanagh	10	\$3,210,000	\$0	
SC Johnson	Nolan	10	\$3,000,000	\$34,000	
Samsung Electronics	Clennon	50	\$10,000,000	\$0	Mr. Kwon contacting GZ to discuss brainstorming session dates. 9/8 NY meeting with Mr Kwon, positive meeting with discussion of improved partnership in future. Discussing IOC definition expansion. Handsets division conversations on hold pending ATT deal. Will need understand what can be offered given the ATT deal.
Sanofi-Aventis	McCavanagh	10	\$0	\$23,000	Part of Chattem
Sap America	McCavanagh	10	\$0	\$0	
Sara Lee Corporation	Clennon	10	\$0	\$0	11/3 Planning team meeting set. Pursuing dinner with CMO.
Scottrade	Clennon	10	\$215,000	\$0	St. Louis based client, pursuing meeting to align with Edward Jones STL trip in Nov.
Sears	Nolan	10	\$0	\$0	Nolan
Sega	Dunning	10	\$167,000	\$0	
Sepracor Inc	Nolan	10	\$0	\$0	
Serta International	Shelata	10	\$1,000,000	\$0	
Seventh Generation	Clennon	10	\$0	\$1,209	
Shell Oil Company	Nolan	10	\$0	\$0	
Sherwin Williams Company, The	Yorke	10	\$1,000,000	\$0	
Showtime Networks	Clachko	10	\$0	\$0	

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
Siemens Corporation	Nolan	10	\$0	\$23,900	
Sony Electronics, Inc	McCavanagh	10	\$1,789,000	\$0	
Sony Pictures Entertainment, Inc	McCavanagh	10	\$0	\$9,800	
Southwest Airlines	Clennon	10	\$0	\$23,000	Direction pending United deal.
Staples Inc	Nolan	10	\$0	\$0	
State Farm	Clachko	10	\$0	\$0	Clennon taking lead
Stubhub	Dunning	10	\$0	\$0	
Subaru	McCavanagh	10	\$0	\$0	9/22 Holding on on conversations until GM/BMW is resolved.
Subway Franchisee Advertising Fund Trust	Nolan	100	\$15,000,000	\$21,000	\$15 MM Gross on-air and \$900k Net on-line have been committed to London as part of multi-year, multi-sport deal. Still need to negotiate plan and added value value. Conversations/Lunch between Gary Z. and Tony Pace about what we are comfortable with. Apolo Ohno is a spokesperson. Subway will want to use Ohno in London in the same manner they used Phelps in Vancouver. Continue to leverage Phelps relationship.
Sun Life Financial	Nolan	10	\$0	\$0	Scheduling Vancouver Recap with client Salley Bray in Mass for October. Agency asked that we circle back with them in October as well..
Sundance Channel	Clachko	10	\$0	\$3,200	
Suzuki	Clennon	10	\$0	\$0	Awaiting Auto category availability direction.
T. Rowe Price	McCavanagh	10	\$0	\$0	
TD Ameritrade	Clachko	10	\$0	\$0	met with Francois at Mediavest - next step is to meet with Robert at TD
TGI Fridays, Inc.	McCavanagh	10	\$0	\$4,500	Clennon
Target Corporation	Clennon	70	\$15,000,000	\$0	Plan submitted 10/4. Agency recap delivered 6/3. Delivered agency specific creative IAG data follow-up. Clearly communicated that nights and weekend afternoon of exclusivity is in jeopardy if clear indication of participation at a agreeable level isn't secured.
Teleflora Inc.	Dunning	10	\$0	\$45,000	
Tiaa Cref	Clachko	10	\$3,200,000	\$0	
Toyota	Clachko	10	\$0	\$8,700	
Transamerica Corp.	Clachko	10	\$0	\$0	waiting for auto category to play out
Travelers Companies	Nolan	10	\$7,000,000	\$49,000	Has left Chicago agency, moved to MediaCom.
Travelocity	Clachko	10	\$0	\$0	
Tyson Foods, Inc.	Clachko	10	\$0	\$900	
UBS Inc	Clachko	10	\$0	\$0	Paula passed on 9/20 per Mitch
UPS Store	Shelata	10	\$500,000	\$32,000	
UPS United Parcel Service	Clachko	10	\$0	\$0	will set up meeting when we are inAtlanta for Coke in October
US Air Force	Clennon	10	\$700,000	\$23,000	

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
US Army	McCavanagh	10	\$0	\$0	
US Bank	Shelata	10	\$2,000,000	\$0	
US Chamber Of Commerce	McCavanagh	10	\$3,000,000	\$2,300	9/22 Will stay close to agency on the account which like all political spends very close in.
US Department of Veterans Affairs	Shelata	10	\$1,000,000	\$0	
US Navy	Shelata	10	\$1,500,000	\$34,000	
US Postal Service	Shelata	10	\$1,000,000	\$0	
Under Armour	McCavanagh	10	\$0	\$0	
Unilever	McCavanagh	10	\$2,300,000	\$2,300	9/22 Spoke with Elen and she is coordinating a meeting with Jenny at Rob direction. We are just waiting on some dates for the meeting. 5/14/10 Working with Bill to re-set the meeting with Rob Masters.
Union Pacific	Clennon	10	\$0	\$0	
United Airlines	Clennon	100	\$14,500,000	\$0	HOLD, set to go to Order January 2011.
Universal Orlando	Wilson	10	\$0	\$0	
Universal Pictures	Snelleman	10	\$0	\$0	
University Of Phoenix	McCavanagh	10	\$0	\$0	
Valero Energy Corp	Clennon	10	\$0	\$0	Per the agency, Valero has been extremely challenged due to the high cost of their refining process and relatively low gasoline/oil prices. All national advertising is in question.
Verizon	Clachko	10	\$0	\$78,000	
Versus Cable network	Clachko	10	\$0	\$0	
Vestas Wind Systems	Nolan	10	\$0	\$0	
Victoria's Secret	Clachko	10	\$0	\$0	
Visa USA, Inc.	Clachko	100	\$32,275,000	\$0	Original deal was for \$34MM with \$1.725M going to Local. We are now discussing Financial Cat with them for additional dollars
Visit Britain	Snelleman	50	\$10,000,000	\$23,000	10/4: Paul met with the Wales Client at Ryder Cup, paired w/ meeting the overall VB group in London the end of June for Wimbledon, presented Tourism case study. Hoping to get idea of Govt financing from UK in November for US marketing push. Paul & I setting up meeting w/ Laurence Bresh's group for Feb 2011
Vizio Inc	Nolan	10	\$5,000,000	\$32,000	Client / Agency asking questions for London and what Panasonic's relationship prevents Vizio from doing if anything... Explained the dynamics to the agency and would like for us to continue to update them on any activity in their category... Seem most interested in 3D capabilities for London...
Volkswagen AG	Nolan	10	\$0	\$0	Volkswagen had been a \$10.0MM advertiser in the Games in years past. They did not participate in Vancouver due to timing (retail sales event) and lack of new car launches / creative. Will explore the Summer 2012 window for VW and get them back in the Games if there are no exclusivities preventing VW from participating...
Volvo	Shelata	10	\$0	\$8,900	
Walgreens	Clennon	10	\$0	\$0	
Walmart	Clachko	100	\$15,000,000	\$32,100	dollars are committed - plan is still being finalized

Detailed Report by Client of London Olympic 2012

Client	Champ	Probability	Total Budget	Digital Budget	Deal Comments
Walt Disney Parks & Resorts	Clennon	10	\$1,000,000	\$34,000	9/29 meeting set with agency planners.
Walt Disney Studios Home Entertainment	Snelleman	10	\$0	\$0	Too early to gauge 2012 movie release and funding, but using this time to introduce the property to the new disney client.
Warner Brothers	Nolan	70	\$15,000,000	\$0	Warner Brother interested in talking about London right away. Would like to secure on of the two premiere movie studio positions during th Games. Paul met with Lynn on 5/4 with dinner to follow. We then met again with Lynn and the entire WB Team duiring upfront week - 5/18. Circle back and put a proposal in front of them...
Waste Management	Clennon	10	\$3,000,000	\$23,000	Developing "green" package to present to client & Agency. To be scheduled on TBD Houston trip.
Weinstein Company, The	Dunning	10	\$0	\$0	
			\$0	\$0	
	Snelleman	10	\$1,000,000	\$0	7/14: no direction yet on budget or realease schedule of films
			\$1,000,000	\$0	7/14: no direction yet on budget or realease schedule of films
Wells Fargo	Clachko	10	\$0	\$0	working on setting up meeting in San Francisco.
Wm. Wrigley Jr. Company	Clachko	10	\$0	\$4,500	setting up meeting with planners at Mediavest for mid October
Wyndham Worldwide	Nolan	10	\$0	\$0	
Zales	Clennon	10	\$0	\$0	Holiday & limited Valentines player. Due to Summer timing participation doubtful.
Zappos.com, Inc	Dunning	10	\$200,000	\$0	
eHarmony Inc	Dunning	30	\$0	\$0	