

A PR PARTNERSHIP

Submitted by DiGennaro Communications



August 15, 2014





TO: Nancy Hill, Alison Fahey, Laura Bartlett
FROM: Samantha DiGennaro
cc: Bill Koenigsberg
DATE: August 15, 2014

DGC PR PROPOSAL: 4A's

Dear Nancy, Laura and Alison,

Many thanks for the opportunity to participate in the 4A's RFP.

While we're sad that you're re-thinking DGC as your PR partner, we're thrilled to be given the opportunity to defend the business. We believe our intimate understanding of the 4A's and its leadership, our experience representing the country's most exciting, growing and relevant advertising, media and marketing agencies and our history working with other associations and trade organizations provide the foundation to seamlessly jump start and add value to your communications efforts and goals.

Through research, brainstorming sessions and tapping into DGC's collective industry knowledge-base, we have designed a thought leadership-driven program to help the 4A's spark on-line chatter and two-way conversations. Central to our program are research and content. Fortunately, the 4A's is sitting on a wealth of data and information that can and should be shared to help the association publish content more regularly, and therefore, secure its position as agencies' "partner for business."

In this packet we've included:

- A PR proposal that outlines the goals of a potential partnership and how we'd approach executing a strategic program to support raising awareness, share-of-voice and consideration of the association;
- "Out-of-the-Box" ideas that range from business to marketing to communications initiatives;
- Client references;
- DGC's credentials and select case studies.

Although we believe that our insights and suggested programming would embody more dimension and context via discussion and in-person presentation, we've developed a written document that endeavors to bring color and detail to our ideas and proposed plan. We welcome the opportunity to have a face-to-face discussion with you after you have had a chance to review our proposal.

All the best,
Sam and the DGC team

“Positioning the 4A’s as Your Partner for Business”

Communications Proposal Submitted by DiGennaro Communications for the American Association of Advertising Agencies (4A’s) August 15 2014

WHAT WE HEARD

The 4A’s is viewed as the preeminent association for agencies in the United States. It also has a widely-respected voice in Washington and is valued as a professional resource to agencies, often setting best practices for the industry.

As the 2014 “AGENCY 2020 Report” by Effective Brands found, “Membership wants the 4A’s to pioneer the industry forward into the future.” There is a perception that while it is a valuable resource, the 4A’s is stuck in the past and skewed toward the agency business model that existed decades ago, not the model of today, which requires turn-on-a-dime agility.

In fact, according to the report, only 63% of members agree that the 4A’s is a valuable partner for their business and even fewer, (39%), are clear on the range of services the 4A’s offers. Less than half, (42%), of members frequently use 4A’s services.

Members have a desperate desire for the 4A’s to take on leadership and bring guidance to the following issues:

- The gap between media and creative
- Integrating newcomer groups into the agency world and unite disenfranchised groups (e.g. Millennials, females, multicultural talent and technologists)
- Closer collaboration with the ANA
- Thought leadership and inspiration
- Strong leadership as a voice for the industry and a partner to agencies in wrestling with business challenges
- Pioneer the industry into the future

PRIMARY OBJECTIVES

- Increase visibility and raise the profile of the 4A’s and its leadership as thought leaders in the industry
- Increase awareness of the association among members
- Increase buzz around key 4A’s initiatives

Strengths

- Lobbying voice in DC
- ADVocates group
- Industry “celebs” are Members
- Training capability
- Research
- Best Practices/industry standards

Weaknesses

- Reactive on issues
- Slow response time – process
- Passive, political and siloed
- No “household names” beyond Nancy
- Disconnect between offering and perceived value
- Serves as “best practices” champion, but not policy enforcer

Opportunities

- Mid-level/millennial programming
- Re-cast image, bigger share of voice in industry
- Career counselor and constant talent pool
- Consultant to growing shops and start-ups
- Training capability

Threats

- Tech industry taking talent
- Agencies spending dollars elsewhere (e.g. Ad Council, Hyper Island, ARF, AAF, ThinkLA, AEF)
- “Mad Men” image

WHAT WE'VE LEARNED

To inform our thinking and approach for this proposal, DGC conducted research around other trade associations and how they communicate value to constituents. We also spoke “off-the-record” to trusted journalists to assess their perceptions of the association. Among our findings:

- Outside of the ad/media/marketing industry, the trade associations with the most visibility position themselves as the “voice” of their industry and lead predictions and trend-related conversations by leveraging their own content and research. For example, the National Retail Federation regularly releases predictions reports on retail sales, and the National Association of Home Builders frequently distributes surveys around builder and home buyer confidences tied to the state of the economy.
 - **TAKEAWAY: The 4A's should be owning “predictions” and future-looking trends in the ad/media/marketing industry, producing regular content, reports and studies that align with and/or get ahead of the most visible issues facing the industry.**
- Inside our industry, the IAB has the loudest share of voice. Its CEO Randall Rothenberg is extremely visible, amassing over 9,000 twitter followers by sharing provocative points-of-view, and leveraging IAB conferences, complimentary bylines and videos to address hot topics such as “What is Advertising?.”
 - **TAKEWAY: While Randall Rothenberg is very visible and shares strong opinions on behalf of the IAB, he is not necessarily known for one particular platform or message. There is an opportunity for the 4A's, and potentially Nancy, to tell a more aggressive and cohesive story across channels – paid, owned and earned -- that signals to the industry: “We're your partners for business.”**
- To get a general sense of media perceptions, DGC spoke off-the-record to trusted journalists who cover the ad/media/marketing industry. Please note: these are not official POVs of the news outlets these reporters represent, but are representative of individual opinions. Several influential trade and business reporters journalists feel that the 4A's should focus on the following issues:
 - ✓ Next generation of talent/future face of the industry
 - ✓ How to make the industry matter again in the face of competition from the likes of Facebook, Google and other online publishers
 - ✓ Intersection of creative, technology and emerging media
 - **TAKEAWAY: Journalists, and therefore the industry at-large, feel there's a gap between the issues facing the industry and the ways in which the 4A's is addressing these. Herein lies an opportunity for the association to showcase “the new face of talent” -- and the future of the industry-- by leveraging rising stars within member agencies (and beyond).**

THE OPPORTUNITY IS REAL...

Despite our results securing coverage for the 4A's over the past 2.5 years, combined with all of our due diligence and the insights found in the AGENCY2020 Report, it is evident that over time, the 4A's has lost perceived value and relevance among members and media, and thus is not grabbing a dominant share-of-voice across earned and shared media.

With the potential exception of the IAB, there isn't any one trade association or marketing industry organization that is perceived as the authority on the future of advertising, media and/or marketing.

The 4A's has a big opportunity to become the strongest voice of the advertising industry.

If combined with new initiatives, more risk-taking strong marketing tactics, education, influencer relations, tangible and media-friendly research and quick turnaround POVs on timely topics, we believe that our proposed PR plan and strategy will provide a trickle-down effect, raising perceived value of the association among membership.

OUR APPROACH

We recommend enacting a research-heavy program that positions the association and its executives as thought leaders, ahead of industry trends and issues. To add forward-looking relevance and fresh voices, we advise tapping into spokespeople who sit on the 4A's board, committees and task forces and others who have strong social followings, points-of-view, fresh voices or profiles in their own rights.

Here is a sample list of suggested 4A's spokespeople.

Please note: suggested executives from within 4A's member agencies were found to be listed as members on the 4A's website.

4A's Execs

Nancy Hill, 4A's President-CEO
Alison Fahey, 4A's CMO
Chick Foxgrover, 4A's Chief Digital Officer
Bill Tucker, 4A's EVP, Media Relations

4A's Board/Committee Members

Bill Koenigsberg, CEO, Horizon Media
Lisa Donohue, CEO, Starcom USA
Sarah Hofstetter, President, 360i
Michael Lieberman, Co-CEO, Joule

4A's Execs from Member Agencies

Tor Myhren, Chief Creative Officer, Grey
Glenn Cole, Chief Creative Officer, 72 and Sunny
Rishad Tobaccowala, Chair, Digitas LBI/Razorfish
Carl Johnson, Partner, CEO, Anomaly
Bob Greenberg, Founder and Chairmen, RGA
Rachel Pasqua, Head of Mobile, MEC
Lauren Crampsie, CMO, Ogilvy & Mather

OUR PROPOSED PLAN

The following is our recommended plan based on our brief conversations with the 4A's, our own intel and homework and of course, our deep experience in this space. Our recommended four-part strategy ladders up to the communications objectives outlined in the brief, as well as the 4A's' new positioning to be a "partner for business." All four strategies will work to amplify the 4A's perception and visibility to primary constituents of this program and invite dialogue connecting back to the business goal of the 4A's, which we understand to be "growing and retaining membership."

Four Strategies:

1. BECOME A PUBLISHER OF CONTENT
2. UNITE DISENFRANCHISED GROUPS VIA SOCIAL MEDIA AND CREATIVE CONTENT
3. CONFERENCE ACTIVATION
4. NEWS BUREAU/MEDIA RELATIONS

We fully anticipate a final (yet fluid), plan for September 2014 through December 2015 – tied to revised KPIs – will evolve from this starting point. The final 2014/2015 plan would be delivered within three weeks of our partnership commencement date. Ideally, it would ladder up to the marketing plan currently being developed and would follow a series of deeper conversations with key 4A's executives and stakeholders.

STRATEGY #1: BECOME A PUBLISHER OF CONTENT

To get the industry engaged in and sharing proprietary content, as well as get ahead of trends and showcase value, DGC recommends positioning the 4A's as a content publisher. This requires regularly fielding proactive research reports and leveraging these for earned and owned media purposes.

- **Create Proprietary Quarterly Industry and Agency Trends Report to position the 4A's as "The Voice of the Ad Industry."**
 - Potential title: "The 4WardThinking Report"
 - The 4A's to field regular studies that support the four issues/predictions that members should have on their radar each quarter. These should be forward-looking, "snackable" and easily sharable, and help members/industry execs think ahead to where the industry is shifting and how it will affect them
 - DGC to leverage report for media relations, social media and member communications
 - DGC will help ideate and edit appropriate and provocative content and pitch excerpts from the "4wardThinking Report" as well as video and infographics (if available) to relevant media outlets with the goal of garnering coverage and showcasing the association as ahead of the marketing curve
 - Potential topics: talent, intersection of media and creative, automation, client payment cycles, the ad-tax deduction
 - Potential roll-out timing: 1) Transformation 2) Cannes 3) Advertising Week 4) Year-End Unveiling
 - Target media outlets include, but are not limited to: **Adweek, Ad Age, Digiday, Media Post, NYT, WSJ, regional business publications, etc.**

STRATEGY #2: UNITE DISENFRANCHISED GROUPS VIA SOCIAL MEDIA AND CREATIVE CONTENT

DGC recommends tapping into the most forward-leaning member agencies and their stand-out execs to serve as “brand ambassadors” for the association via social media. This strategy will help to unite disenfranchised groups, such as the creative and media communities. It will also help the 4A’s engage the next generation of talent, up the “buzz” factor of the 4A’ and drive social conversation.

- **Head2Head:**

- Launch a point/counter-point video series that engages both the media and creative communities, tackling challenges that matter to both sides of the table.
 - For instance, a creative could go head-on with a media agency exec, or conversely, a Google technologist could face-off with a media buyer to debate hot-button issues and stir up conversation.
- This strategy allows members to have strong POVs on topics that the 4A’s may not want to take a hard stance on
- Videos can be distributed monthly via 4A’s social channels, and potentially hosted on **Huffington Post/AOL** through a paid partnership
- DGC to ideate video concepts, engage film crew, manage production and editing. Please note: production is not included in scope, and will be billed separately
- Suggested launch videos:
 - Glenn Cole vs. Sarah Hofstetter
 - Rishad Tobaccowala vs. Carl Johnson
 - Bob Greenberg, Founder and Chairmen, RGA vs. Tor Myhren, Chief Creative Officer of Grey

STRATEGY #3: CONFERENCE ACTIVATION

The most provocative and noteworthy trade associations are known for leveraging their own conference stage to put a stake in the ground and incite a rallying cry around big-picture issues, trends and insights most important to their constituents. DGC recommends doing just that at the 4A's flagship event – Transformation.

Transformation 2015:

- Media Relations/On-Site Unveiling of Research:
 - Transformation is an opportune event to unveil the first “4WardThinking” Report to the agency and marketing community, showcasing first-hand how the 4A's is pioneering the industry into the future
 - DGC recommends using the stage as a vehicle for a 4A's spokesperson to command attention and gain visibility for the association's IP
 - We also recommend tying the unveiling of the report to a 4A's spokesperson such as Nancy or Bill K.
 - DGC will help ideate the most media-friendly unveiling of the report
- On-site Social Media/Content
 - DGC will produce up to 8 write-ups/recaps of sessions for member communications/newsletters
 - DGC will also produce up to 5 video interviews with speakers to be posted to 4A's social channels in real-time with the goal of creating on-line chatter and two-way dialogue

STRATEGY #4: NEWS BUREAU/MEDIA RELATIONS

DGC will approach all news bureau activity with this filter: “Will this incite conversation, or generate sharable, thought-provoking content?” We will help identify and assess the news value of each announcement, ensuring that it serves as a proof point to the 4A’s mission to be a business partner to agencies.

- **Feature Stories, Profiles and Q&As:** DGC will look to leverage major 4A’s news as well as 4A’s spokespeople to generate features about advances and stands on specific issues that are of most importance to members and/or spark conversation.
 - Targets include **AdAge, Adweek, Forbes, Huffington Post, MediaPost, New York Times, WSJ.**
- **Secure Op-Eds in Key Publications:** DGC will look to secure a permanent, recurring column for Nancy with a key publication that endeavors to create online conversations and invites feedback to the association.
 - We will make recommendations on topics, interview Nancy and Bill and have a **DGC Content Creator team member ghost-write up to four columns per year.** This group is comprised of former business journalists from **Forbes, AdAge, Adweek** and other top tier publications. We will also look to leverage research from the “4WardThinking” reports as support points within the columns.
 - We recommend getting Nancy published at least four times per year, and Bill K. at least twice, tied to hot-button issues. These columns will tie to agreed-upon thought leadership topics, Nancy and Bill’s passion points, and current trends and issues in the digital landscape. They will all be pushed through their personal social channels as well as the 4A’s channels.
 - We also recommend getting Alison and Bill Tucker published at least once per year, tied to their areas of expertise. Topics TBD after kick-off/planning.
 - Targets include **AdAge, Adweek, DiDigay, MediaPost, Forbes, HBR, WSJ CMO Today.** DGC also recommends leveraging Bill Koenigsberg for a regular column that can address key issues affecting the industry.
- **Subject Matter Expertise:** On a regular basis, DGC will develop strategic and creative proactive pitches to engage pre-identified 4A’s spokespeople (from the executive team, the board and pre-identified execs within member agencies) in the coverage of relevant, real-time news of major importance to the advertising community. For example, we see opportunities stemming from:
 - Major tech product launches
 - Digital/tech industry M&A, IPO and earnings report news
 - Social media
 - Washington policies covering advertising
 - Talent
 - Diversity in business
 - Agency/client best practices

- Target media outlets include, but are not limited to: **AdAge, Adweek, Associated Press, Bloomberg, CNBC, Digiday, eMarketer, Fast Company, Financial Times, Forbes, Fox Business News, Mashable, Mobile Marketer, The New York Times, NPR, , Reuters, Re/Code, , TechCrunch, USA Today, Variety, Wall Street Journal (including CMO Today), Wired, WorldScreen, etc.**
- **News Announcements:** As the 4A's has news to announce, DGC will seek to place stories in relevant digital, business, ad/marketing and target outlets. We will recommend the timing and placement of stories and releases, spacing out announcements to generate maximum, continuous exposure that builds momentum and achieves the objectives of this plan over the long term.

Whichever the case, DGC will deliver strategic rationale and recommended message points for every opportunity we present.

- Target media outlets include, but are not limited to: **AdAge, Adexchanger, Adweek, Adotas, Associated Press, Bloomberg, Brandchannel, Beet.tv, Cynopsis, Digiday, eMarketer, Fast Company, Forbes, Financial Times, Forbes, Mashable, MediaPost, Mobile Marketer, The New York Times, NPR, Reuters, Re/Code, TechCrunch, USA Today, Variety, Wall Street Journal (including CMO Today), Wired, WorldScreen, etc. CNBC, FOX BUSINESS, BLOOMBERG TV, etc.**

A LA CARTE COMMUNICATIONS AND MARKETING IDEAS TO REFRESH 4A's BRAND (SEPARATE FEE REQUIRED)

IDEA #1: Field Real-Time Polls on Hot News Topics

- DGC recommends that the 4A's fields real-time surveys among members on hot industry topics from Twitter's latest earnings report and its impact on the advertising community, to Super Bowl ads to attendee reactions and perceptions of tentpole industry events like Cannes, Advertising Week and SXSW.
- DGC will leverage research for potential media opportunities, offering up key spokespeople within the 4A's and inside member agencies to speak to the findings.
 - Share findings via social media, press releases and infographics, in addition to wide media distribution.
 - Target media outlets include, but are not limited to: **Associated Press, Bloomberg/BusinessWeek, CNBC, Fast Company, Forbes, Fox Business, ABC Good Morning America Huffington Post, NBC Today Show, etc.**

IDEA #2: Traveling Hospitality Suite -- "Suite 4"

- There is an opportunity to launch a traveling hospitality lounge at tent pole industry events (Cannes, Advertising Week, SXSW, ARF Re:Think, Transformation, OMMA Global) aimed at Millennials.
- Similar in concept to the Ipsos Girls Lounge, but with a different target audience, the 4A's could create a physical space -- "Suite 4" -- that brings together industry Millennials who are looking to network with people from different disciplines, backgrounds, regions and agencies. It could be high-end in nature, high-tech and designed for both men and women (as opposed to the Girls Lounge, which is just for women).
- There could also be charging stations, loaner iPad and laptops, cocktails and quality food.
- The suite could be positioned as a "tech meet-up," and feature master classes with speakers from start-ups like SoulCycle, Uber as well as Belauded "old-gen" and "new-gen" industry celebs from Sir John Hegarty and Keith Reinhard to Robert Wong and Ben Palmer to David Droga and Rei Inamoto to Carolyn Everson and Randi Zuckerberg.
- Potential for sponsorships.

IDEA #3: Master Class Video Series

- DGC recommends creating an "ownable" video series in the same format as the James Lipton "Inside the Actor's Studio," only with Ad Industry Celebs (both members and non-members) such as Chuck Porter, Dan Weiden, Jeff Goodby, Sir John Hegarty, etc.
- This series could be moderated by CMO Alison Fahey given her extensive industry experience, and deft at moderating interviews.
- The series could be part of a sponsored content post on an outlet like Fast Company or AdAge, or live on the 4A's own social and web channels.

IDEA #4: Editorial Award -- "Top 10 Innovators Under 40"

- There is an opportunity for the 4A's to create its own editorial award, naming the "Top 10 Innovators Under 40," which can include members as well as non-members within the agency, media and tech communities.

IDEA #5: Instagram Takeovers: Empower member agencies of all sizes, from all regions, to take over the 4A's Instagram feed for one week per month, with the goal of offering members and potential members a peek behind the curtain. Potential hashtag: #4Walls"

IDEA #6: Instagram “Execution of the Week”: Select one ad/creative campaign/digital execution/media idea or other visual medium created by an agency member to be showcased on Instagram.

- Potential hashtag: #4AsBestoftheBest

IDEA #7: Agency Video Tours: Conduct agency tours, dubbed “#4Walls,” that are well-produced and showcase the most innovative, forward-looking member agencies across the country. Host content on 4A’s website and share via social channels.

- Consider forging a media partnership with Adweek to supply video that is hosted on Adweek.com.

IDEA #8: Video Profiles of “Innovators”: Consider launching video series dubbed “Innovators” that chronicles the most innovative people working inside advertising and media today. These can include both members (e.g. a creative technologist at DDB) as well as non-members that agency execs want to learn more about (e.g., a digital engineer at Spotify or Marketing Director at Uber)

IDEA #9: Agency Road Show “4Wheels”

- DGC recommends curating a roadshow that showcases the industry’s best work, along with 4A’s-identified trends/predictions, and visits member agencies around the country each quarter. These can be mapped against the “4WardThinking” Report and mirror the content and predictions.
- We recommend branding the roadshows with the 4A’s name, but tapping into your membership to assemble and curate the content and serve as speakers/spokespeople.
- There is potential for the roadshow to also visit colleges, ad schools and graduate programs for recruitment purposes.

IDEAS #10: Reality Show/“Want to Be an Ad Star?”

- Host a college-level competition to find the next great ad talent.
- Follow candidates from four colleges who are looking to compete for a spot on Madison Avenue (or within another region in the US like LA or San Francisco).
- Host challenges and assign briefs to teams each week for a total of 8 weeks.
- Select one agency who is willing to offer a paid, full-time job to the winner
- Launch date: Summer 2015
- Host series via online partnership with outlet like HuffingtonPost or AOL or Yahoo.
- Promote via PR, paid and social media.

HOW WE'LL GET IT DONE

2014	Proprietary Research	Content	Bylines (DGC to write 1 byline per quarter)	News/Expert Commentary/Features and Q&As	Conference Support
September	Hold meeting with Alison and Nancy to discuss research capabilities			News announcement TBD commentary	
October	Meet with research team to discuss ideas for studies/surveys/ongoing research	Identify key execs for video profiles; extend invitations	Bill Tucker byline	Advertising Week commentary News announcement TBD commentary	
November		Pre-production meetings	Begin interviewing Nancy for January byline	News announcement TBD commentary	Planning for Transformation 2015
December		Film first video	Editing	2014 Recap/2015 predictions	Planning for Transformation 2015

2015	Proprietary Quarterly Industry and Agency Trends Report	Content	Bylines (DGC to write 1 byline per quarter)	News/Expert Commentary/Features and Q&As	Conference Support
January			Nancy Hill byline	News announcement	
February		Head2Head Video		News announcement Super Bowl commentary	Transformation prep/lead-up
March	4WardThinking report tied to Transformation		Bill Koenigsberg byline Interview Nancy for second byline	News announcement SXSW commentary	Transformation
April		Head2Head Video	Alison byline	News announcement	
May			Nancy Hill byline	News announcement Feature	
June	4WardThinking report tied to Cannes	Head2Head Video		News announcement Cannes commentary	
July			Bill Koenigsberg byline Interview Nancy for second byline	News announcement	
August		Head2Head Video		News announcement	
September	4WardThinking report tied to Advertising week		Nancy Hill byline	News announcement Advertising Week commentary	
October		Head2Head Video		News announcement	
November			Bill Koenigsberg byline	News announcement Feature	
December	4WardThinking report as an end of the year wrap up	Head2Head Video		2015 recap/2016 predictions and commentary	

PLAN METRICS

DGC will work with the 4A's in the first 120 days to develop a full suite of quantitative and qualitative KPIs against the final program. The following summarizes some of the Output Metrics we are confident would be achieved by implementing the program detailed on the preceding pages. Following those is a summary of the types of Outcome Metrics we will want to use as benchmarks for success.

Output Metrics and Timeline

2014 (September – December): Plant the seed to establish the 4A's as a louder voice within the industry, out in front of industry issues.

- Quantitative:
 - 1 profile/feature/Q&As
 - 1 news story per month
 - 2 expert sourcing opportunities per month
 - 1-2 op-eds written and secured
- Qualitative:
 - Establish a stronger, more forward-looking presence for the 4A's in the business and marketing conversation and plan for bigger-picture ideas and initiatives to launch in 2015

2015: Solidify position as the strongest “Voice of the Industry” and launch bigger-picture social media, content and thought leadership initiatives to support news bureau program. (Note: This is contingent on being able to leverage press-worthy content in the form of the recommended studies, trend-spotting reports and POVs)

- Quantitative:
 - 2 profiles/features/Q&As
 - 1 news story per month
 - 3-4 expert sourcing opportunities per month
 - 6 op-eds secured (4 written by DGC)
 - Growth in social following (TBD)
- Qualitative:
 - Uptick in perceived value to members
 - Coverage that positions the 4A's as the strongest voice of the industry and showcases the association as a thought leader and authority on advertising
 - Increase in interest from prospective members
 - Updated 2020 report findings to show uptick in perceived value/relevance of the 4A's

OUR SCOPE OF WORK

Research

- Immerse fully in the assignment; coordinate/attend/lead meetings with appropriate 4A's executives; audit an agreed upon competitive set (other prominent trade associations both inside marketing/advertising industry, and in other business verticals; brainstorm; etc.)
- Deliver a PR plan and activation calendar for the remainder of 2014
- Identify Nancy and Bill's thought leadership platform(s) utilizing DGC's proprietary storytelling and narrative deep-dive process

Media Relations

- Handle all day-to-day media relations initiatives:
 - News Announcements: Recommend timing/placement of news; develop pitch/press materials; coordinate interviews; monitor for coverage
 - Features/Profiles/Q&As: Recommend timing/placement; develop pitch/press materials; coordinate interviews; monitor and provide coverage
 - Expert Sourcing: Secure opportunities; facilitate interviews; provide recommendations on points-of-view
 - Op-Eds: Write up to four bylines per year; place up to six per year

Research, Social Media and Content

- 4WardThinking Report: Ideate topics, craft press/social strategies, share widely across DGC channels. Note: DGC is not responsible for fielding research, however, we can leverage research that the 4A's produces for media relations purposes
- "Head2Head" videos: Recommend/help secure influencers for the 4A's to interview; manage video production crew; oversee editing/approvals of videos; share across DGC social channels

Op-Eds

- Interview Nancy and write up to four bylines per year
- Identify and attempt to secure a partner publication to publish a permanent Nancy and Bill K. byline series, recommend topics

Conference Activation

- Handle all lead-up media relations as well as on-site activation for Transformation:
 - Develop press strategy, draft and place news announcements and monitor for coverage
 - Produce up to 8 write-ups and 5 video interviews for member communications/newsletters/social
- Note: 4A's Conferences beyond Transformation will be considered out-of-scope/require an additional fee ranging from \$2,500 - \$10,000, depending on the particular objectives and program for each conference

Measurement/Monitoring

- Recommend and track quantitative/qualitative metrics and monitoring/listening services to help determine program effectiveness and refinement

Administration

- Provide activity and meeting reports, press clippings, measurement reports, etc., with format and timing as agreed upon with client

WHY DGC?

We believe DiGennaro Communications (DGC) is uniquely qualified to support the 4A's communications program as it tries to evolve to a more future-oriented association that demonstrates value to its agency members.

Since April 2012, DiGennaro Communications has worked with the 4A's to raise its voice and visibility in the industry. We would argue that our most important work to-date has been around shaping and communicating the association's points-of-view on topics most pressing to agencies – from patent trolling to diversity to agency/client practices.

From a qualitative perspective, DGC helped drive coverage of the 4A's and its most important themes as outlined in our PR plan such as, diversity, talent recruitment and retention, the association's accomplishments and its advocacy on behalf of the ad agency community in publications including, **The Wall Street Journal, FT, The New York Times, Forbes, L.A. Times, NY1, AdAge, Adweek** and **GeoMarketing**.

During our 2.5 year tenure to date, the DGC team has also exceeded all KPIs in approved PR plans:

- Generated 239,051,047 media impressions
- Secured 28 feature stories and expert commentary placements
- Managed 43 news announcements
- Co-wrote and placed 10 guest columns
- Secured 7 speaking slots
- Provided on-site support for nine 4A's conferences
- Drafted 200+ tweets

Not only has our team now worked with the 4A's for over two years, there is no other agency that knows the advertising and media industry better than we do. Our 35 professional team members are a mix of former agency corporate communications executives (from 360i, Horizon Media, Mindshare, DraftFCB, Leo Burnett, J Walter Thompson, Sapient Nitro, Yahoo and others), marketing journalists now specializing in content creation (from the Associated Press, Adweek, Forbes, Shoot and New York Daily News) and high-visibility marketing organizations (from Live Nation, Univision, Yahoo! and others).

We work in unison to deliver full-service programming to c-level executives at every major holding company as well as independent agencies, blue-chip marketers, tech companies and trade associations. Our client work includes: Ogilvy & Mather, DDB, MEC, Lowe Campbell Ewald, Publicis, Project: WorldWide, Epsilon, Facebook, Live Nation, McDonald's, Advertising Research Foundation (ARF), Television Broadcasts Limited (TVB) and The Art Directors Club (ADC), among others.

There are other full-service agencies and individual practitioners that have one or a handful of such clients, but none offer the depth of collective, relevant experience, insider knowledge and access required to help effectively amplify the 4A's brand and strengthen its position.

DESCRIPTION OF DGC'S SERVICES

Client services include:

- Strategic positioning
- Marketing communications
- Corporate and internal communications
- Message development
- Publicity and media relations
- Crisis management
- Content creation
- Thought leadership
- Media training
- Byline writing
- Speaker placement
- Marketing communications
- Internal communications
- Event management

DGC Strategic Counselors



Samantha DiGennaro, Founder & CEO

*****Strategic Counselor (Non-Billable)***

Sam DiGennaro, a sought-after communications strategist, is the founder and CEO of DGC. Since opening the agency in January 2006, Sam has built a highly reputable go-to B2B and B2C shop.

As the leader of DGC, Sam's energy, creativity and vision drive the agency's culture and set the tone for deep and long-standing client, press, industry and influencer relationships.

Sam has been an integral force in managing the public image of CEOs and the strategic messaging of some well-known executives throughout the advertising, media, marketing, and technology spaces. She has served as counselor to many independent companies to increase enterprise value on their road to acquisition.

From 1998-2005, Sam built and oversaw the New York, North American, and Global Communications teams at J. Walter Thompson, the world's first ad agency. During her tenure, Sam helped reposition JWT as a more nimble creative agency. Prior to that, she was public relations manager at DMB&B. Sam holds degrees from The University of Chicago and has studied etching at The School of Visual Arts.

She is on the Board of Poly Prep Country Day School and the Art Directors Club. Sam is an avid adventure traveler and plays competitive softball in her spare time.



Erin Donahue, Vice President, Group Account Director

*****Strategic Counselor (10%)***

Erin lives and breathes her work as a communications counselor and account team leader at DGC, where she leads clients in advertising, media, marketing services and entertainment including Ogilvy & Mather, DDB, 4A's, MEC and Live Nation. A respected strategist and big idea generator, Erin helps shape company stories and excels at securing high-profile press coverage for companies.

Before joining DGC in 2011, she worked in external and internal corporate communications at high-profile global advertising agencies. At JWT, she served as the agency's New York office public relations manager. In that role, she worked closely with the executive team to develop communications tactics with a keen focus on media relations. She also helped develop a social media strategy for the agency.

Previously, Erin worked in the corporate communications department at Euro RSCG Chicago, focusing on both internal and external communications. She began her career in the corporate affairs department of Leo Burnett in Chicago after graduating from the University of Kentucky with a B.A. in Integrated and Strategic Communications and a minor in French.

DGC Day-to-Day Account Team



Gemma Pollard, Vice President
*****Client-Facing Account Lead (35%)***

Gemma, a sassy yoga-loving vegetarian from Down Under, has held management roles at agencies and clients during her career. This experience gives her strong business acumen and an acute understanding of strategic marketing, digital communications and brand management in the marketing and advertising space.

At DGC, Gemma has led multiple types of accounts including blue-chip tech brands like Facebook and Pandora to hot shop agencies such as Translation and sparks & honey to new-model digital and mobile agencies like Meredith's MXM.

Prior to DGC, Gemma was the Global Communications Manager at JWT in New York. There, she played an integral part in managing the corporate image in a primarily B2B role. She also worked on online and social strategy, thought leadership and internal communications. She assisted in the introduction of a global corporate philosophy and assisted in producing the Worldmakers online video series with CEO Bob Jeffrey. She represented the agency at key industry events including Social Media Week, Advertising Week, SXSW and the Cannes Lions.

Prior to her relocation, Gemma spent three years in a B2C capacity with iiNet, Australia's second largest ISP and a true challenger brand in the highly competitive telecommunications industry. She later took on management of the communication team overseeing media relations, internal communications and product launch communications. Through her career she has worked at numerous agencies in the U.K. and Australia across a broad range of accounts including marketing, technology, automotive, property and hospitality clients.

Her Masters in Marketing and Public Relations from Curtin Business School and an undergraduate degree in design give her a solid foundation in blending strategic thinking with a highly creative approach. She is a keen consumer of content, live music and organic vegetables.



Jackie Berte, Account Executive
*****Account Support and Media Relations (30%)***

A smart and lively contributor to DGC's work and culture, Jackie easily juggles many responsibilities. At DGC she works on accounts ranging from the American Association of Advertising Agencies (4A's) to agencies like IPG's Lowe Campbell Ewald, WPP's POSSIBLE and Meredith's MXM to an independent holding company, Project Worldwide.

She joined our team after graduating from Penn State University with a B.A. in public relations and dual minors in business and international studies.

Previously, her work included stints at PR shop Harrison Edwards in New York and at MTV International in its social responsibility department.

DGC Reporter/Writer/Editor



Kathy Sampey, Vice President

***** DGC Reporter/Writer/Editor (30%)***

Smart, funny and tenacious, Kathy brings a reporter's nose for news to DGC, where she is a top-notch editor, story-idea generator, ghostwriter and content creator for clients ranging from Organic to Carmichael Lynch to Hyper Marketing (now part of Epsilon).

Kathy spent 20 years as a journalist in New York, writing and reporting news for the The Daily News, the local Fox News affiliate WNYW-TV, the Associated Press and Adweek. She covered a wide range of topics including national and local politics, cops, zoning issues, entertainment, religious communities and advertising. She has reported stories in every mass medium, including radio.

From 2007 until 2010, Kathleen served as director of corporate communications for McCann Worldgroup's digital agency MRM Worldwide.

In her free time, Kathy enjoys working on independent films. Recently she worked as a script supervisor on two independent flicks: "Fictional Me, Fictional You" and "Bliss."

She is a graduate of Columbia University's School of Journalism.

TERM AND FEE

DGC will undertake development and execution of a strategic PR program, as detailed above, for a monthly retainer of \$14,500, plus an administrative fee of 7% to cover regular out-of-pocket expenses.

Travel, photography, wire service fees and other out-of-the-ordinary expenses will be pre-approved and billed at cost to the 4A's.

CLIENT REFERENCES

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