

# F★L★A★G Marketing

2011

*Fight Like A Girl!*





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## Marketing

With over twenty years experience in entertainment marketing, FLAG has put together an experienced national team to assist with targeted distribution of promotional materials (flyers, postcards, samplers, catalogs, surveys, coupons, etc.) in every major market. FLAG's team visits retail and lifestyle outlets, college campuses, concerts and events focusing on each client's particular demographic to create awareness of new films, music, products, services, events, tour dates, etc. Every client we perform this service for receives via e-mail a complete report of our activities in each market.

FLAG Marketing's menu of services includes:

- Marketing: Street, Lifestyle, Retail, Tour, Internet, Telemarketing, etc.
- Design: Web sites, E-cards, EPKs, Logos, Graphics, Illustration and Art direction
- Targeted Distribution of Promotional Materials
- Create Comprehensive Marketing Plans and Publicity Campaigns
- Develop Cross-promotional Campaigns and Strategic Partnerships
- Produce Salon Tours
- Themed Compilation CDs Branded with Company Logo
- Event Planning and Promotion
- Digital Media
- Product Sampling in Gift Bags
- Promotional Items
- Direct Mailings
- College Promotions
- Consulting

FLAG creates marketing experiences that engage, inspire and entertain target audiences. We're strong believers in the power of brand experiences to enhance customer understanding and buy-in. It makes sense... people who see and hear more about your project in their everyday lives will anticipate and tell others about it. Let us help you find your audience and get people talking.

FLAG Marketing puts your project directly into the path of consumers to heighten its distinction in a very crowded marketplace, creating an awareness that will help you build a strong, rewarding relationship with an eager, dedicated audience.

FLAG Marketing clients include Disney On Ice, Ringling Bros. and Barnum & Bailey Circus, Supercross, Monster Jam, AEG Live, Nederlander Concerts, House Of Blues, Los Angeles Film Festival, Palm Springs Film Festival, Paramount-Vantage, First Run Features, First Look Pictures, UCLA Extension, CBS Records, New Line Records, Six Degrees Records, Red Bull Records, Custard Records, Skirball Cultural Center, Conga Room, Gold's Gym, Alberto-Culver Nexxus, Tiki Oasis, The Hukilau, Tease-O-Rama and Fred Astaire Dance Studios.



## LIFESTYLE CATEGORIES

You may choose from these lifestyle categories to build your targeted campaign. We are not limited to these; FLAG will go where your audience goes. If you're getting a new project off the ground, we'll suggest appropriate places to promote in any market you require. If you have a scheduled event, we'll focus on targeted locations in close proximity to the venue, or wherever you want to get the buzz going. These services can be provided stand-alone, or to complement existing marketing efforts.

All is negotiable, and we promise to give you the best service for the best price, so please don't hesitate to ask questions. We will work with you and your budget to make it happen.

Apparel	Hip Hop	Restaurant/Café
Arcade	Hobby	Sheet Music
Art Gallery	Home Accessories	Shoe
Bar/Nightclub	Hotel	Skate/Surf/Snowboard
Barbershop	Incense	Spa
Bike Store	International	Sporting Goods
Bookstore	Internet Cafe	Sports Bar
Bowling Alley	Jazz	Strip Club
Brew Pub	Jewelry	Sunglasses
Cigar/Pipes/Smoke	Latin	Supermarket
Coffeehouse	Leather	Tapestries
College Campus	Mall	Tattoo
Collectibles	Men	Ticket Outlet
Comic Book	Motorcycle	Urban
Disc Jockey	Movie Theatre	Video Games
Electronics	Music Retail	Video Store
Extreme Sports	Musical Instruments	Vintage Clothing
Florist	Novelty Store	Vinyl
Furniture	Outdoor Clothing/Gear	Water Sports Gear
Gay	Paintball	Western/Cowboy/Rodeo
Gift	Piercing	Wine/Liquor
Guitar	Poolhall/Darts	Women
Hair Salon	Recording Studio	World/Reggae
Head Shop	Rehearsal Studio	Youth