



"We do the work. You get the credit."

Strategic Development

During initial consultations with prospective clients, we often hear their fears about paying too much and getting too little in return for their advertising investments.

MITTONMedia gets results because one of the first things we do is **LISTEN** to our customers as they describe what they are trying to accomplish with their advertising dollars. Instead of walking in with pre-packaged "cookie-cutter" answers, MITTONMedia ask questions to learn everything we can about the situation: desired outcomes; obstacles; unwritten rules; and any special circumstances or challenges.

The answers to our questions, combined with targeted market, media and behavioral research, are then used in a few different ways:

- Create customized media strategies designed to reach desired target groups in the most effective, cost-efficient manner possible.
- To produce creative, authentic messaging and collateral materials that grab attention and drive response by answering the *"What's In This for Me?"* or *"How Will My Life Be Better?"* questions from target audiences.
- To assist our clients in building a better *"Business Case,"* when needed, in order to help secure project approval from upper management.

For more information, send a request to: info@mittonmedia.com.