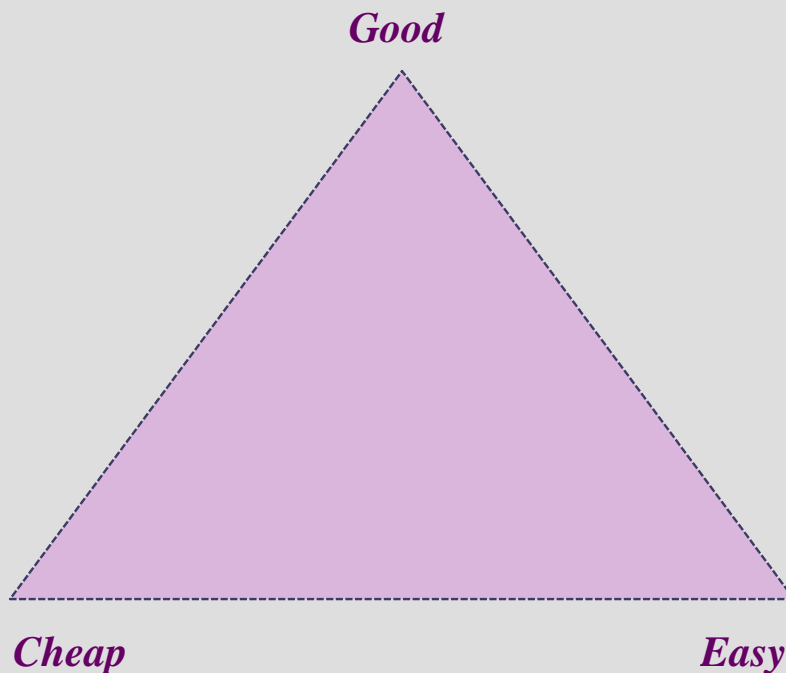


MITTONMedia's "Value Pyramid"

Increasing Your Return-On-Investment

The MITTONMedia "Value Pyramid":

Most things in life are: Good; Cheap; or Easy. Usually a resource will have one or two of these qualities but it is rare to see all three together.



- **As one of our first steps, MITTONMedia measures the return-on-investment levels from your current advertising tools and strategies:**
 - Are they Effective? (Good)
 - Are they Cost-Efficient? (Cheap)
 - Are they Easy to Implement? (Easy)
- **As shown by a number of our in-house client surveys, many advertising tools and strategies are used for the wrong reason:**
 - Not because they are "Effective."
 - Not because they are "Cost-Efficient."
 - Many advertising resources and strategies are used simply because they are "Easy" to implement, without regard to successful outcomes.
- **MITTONMedia helps companies reduce wasteful spending, avoid painful mistakes and increase return-on-investment for their advertising dollars.**
 - Our media planners/buyers are seasoned negotiators with shared expertise in all media resources including, but not limited to radio, television, zoned cable television, outdoor, cinema and online advertising.
- **We do the work. You get the results.**