

State of New Jersey
 Department of the Treasury
 Division of Purchase and Property
 33 West State Street – 9th Floor
 Trenton, NJ 08625

**MARKETING AND OUTREACH SERVICES CONSULTING SERVICES -
 SUPERSTORM SANDY RECOVERY**

All Bidders shall submit a compendium of labor titles / positions to be used in performing the requirements of this RFQ. The Bidders must indicate an All-Inclusive Hourly Rate for each labor title / position it lists herein.

SECTION 1	"BAFO PRICING" DUE 3/18/13 POSITIONS / TITLES to be ASSIGNED to PERFORM "The WORK" (If additional titles are required; indicate such by utilizing a 2nd copy of this Fee Schedule document)		All Inclusive HOURLY RATE (must be the same or better than its current GSA pricing)	
			Original	BAFO
1	President	PR	\$595.00	\$0.00
2	Executive Vice President	PR	\$340.00	\$255.00
3	Senior Vice President	PR	\$297.50	\$223.13
4	Vice President	PR	\$255.00	\$191.25
5	Account Director	PR	\$212.50	\$155.00
6	Associate Creative Director	PR	\$212.50	\$155.00
7	Director, Client Services	PR	\$212.50	\$155.00
8	Senior Copywriter	PR	\$212.50	\$155.00
9	Technical Project Manager	PR	\$212.50	\$155.00
10	Web Developer	PR	\$212.50	\$155.00
11	Account Supervisor	PR	\$191.25	\$143.44
12	Senior Art Director	PR	\$191.25	\$143.44
13	Digital Strategist	PR	\$170.00	\$127.50
14	Senior Account Executive	PR	\$170.00	\$127.50
15	Senior Designer	PR	\$170.00	\$127.50
16	Account Executive	PR	\$127.50	\$95.63
17	Designer	PR	\$127.50	\$95.63
18	Digital Specialist	PR	\$127.50	\$95.63
19	Project Manager	PR	\$127.50	\$95.63
20	Associate Account Executive	PR	\$93.50	\$70.13
21	Account Coordinator	PR	\$63.75	\$47.81
22	Intern	PR	\$55.25	\$41.44
23	CEO – Management – Advertising	Advertising	\$340.00	\$0.00
24	President – Management	Advertising	\$250.00	\$225.00
25	Lead Account Manager	Advertising	\$175.00	\$160.00
26	Back up Account Manager	Advertising	\$150.00	\$135.00
27	Account Executive	Advertising	---	\$90.00
28	Strategic Planning	Advertising	\$150.00	\$135.00
29	Creative Director	Advertising	\$175.00	\$160.00
30	Senior Art Director	Advertising	\$150.00	\$135.00
31	Interactive Art Director	Advertising	\$150.00	\$135.00
32	Senior Copywriter	Advertising	\$150.00	\$135.00
33	Production Director	Advertising	\$125.00	\$110.00
34	Production Coordinator	Advertising	\$110.00	\$100.00
35	Production Artist	Advertising	\$130.00	\$115.00
36	Proofreader	Advertising	\$100.00	\$85.00
37	Media Director	Advertising	\$175.00	\$150.00
38	Media Supervisor	Advertising	\$150.00	\$135.00
39	Media Buyer/Planner	Advertising	\$125.00	\$110.00
40	Media Assistant	Advertising	\$100.00	\$90.00
41	Controller – Accounting	Advertising	\$125.00	\$110.00
42	Accounting Clerk – Accounting	Advertising	\$110.00	\$100.00
43	Clerical – Administration	Advertising	\$60.00	\$60.00

Section 2	MEDIA PLACEMENT MARK-UP PERCENTAGE	5.00%	4.50%
Section 3	Total Labor Costs as a Percentage of \$25,000,000 Advertising Budget	16.80%	14.90%

PROPOSER INFORMATION:

MWW Group	One Meadowlands Plaza	
Proposing Entity's Name:	Street Address	
East Rutherford	NJ	07073
City	State	Zip Code
Seth Rosenstein	CFO	
Authorized Representative's Name	Authorized Representative's Title	
	3/15/2013	
Authorized Representative's Signature	Date	
srosenstein@mww.com	(201) 964-2414	
Authorized Representative's E-Mail	Authorized Representative's Telephone#	

An Authorized Representative of the Bidding Entity MUST SIGN this "Price Schedule" in INK! Failure to do so will render the proposal materially non-responsive and subject to rejection.



REQUEST FOR QUOTATION FOR: NEW JERSEY
ECONOMIC DEVELOPMENT AUTHORITY
MARKETING & OUTREACH SERVICES – SUPERSTORM
SANDY RECOVERY CONSULTING SERVICES

RFQ765081S MARCH 7, 2013



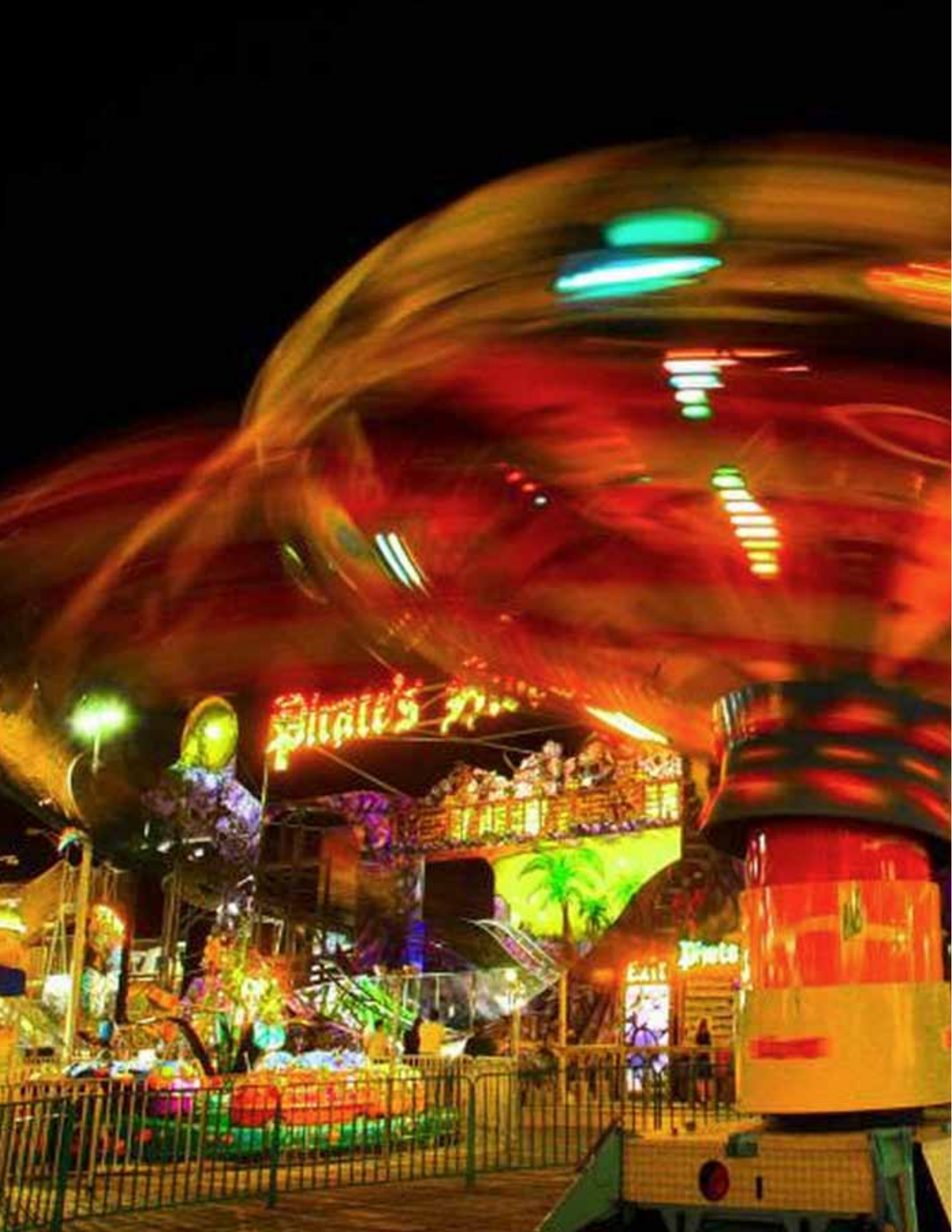


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 Department of the Treasury
 Division of Purchase and Property
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SECTION 1	POSITIONS / TITLES to be ASSIGNED to PERFORM "The WORK" (If additional titles are required; indicate such by utilizing a 2nd copy of this Fee Schedule document)	All Inclusive HOURLY RATE (must be the same or better than its current GSA pricing)
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17	Designer	\$127.50
18	Digital Specialist	\$127.50
19	Project Manager	\$127.50
20	Associate Account Executive	\$93.50
21	Account Coordinator	\$63.75
22	Intern	\$55.25
Section 2	MEDIA PLACEMENT MARK-UP PERCENTAGE	5%
Section 3	Total Labor Costs as a Percentage of \$25,000,000 Advertising Budget	\$4,216,128

PROPOSER INFORMATION:

MWW Group Proposing Entity's Name:	One Meadowlands Plaza Street Address	
East Rutherford City	NJ State	07501 Zip Code
Seth Rosenstein Authorized Representative's Name	CFO Authorized Representative's Title	
 Authorized Representative's Signature	3/7/2013 Date	
srosenstein@mww.com Authorized Representative's E-Mail	(201) 964-2414 Authorized Representative's Telephone #	

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4.2.3

Technical Quotation

4.2.3.1 MANAGEMENT OVERVIEW

INTRODUCTION

+ In theory, it's rarely a good idea to mix one's personal life with business. Unless your personal life makes you better-equipped for the job. At MWW/Brushfire, restoring the shore isn't just an academic assignment – it's an emotional and practical imperative.

When Superstorm Sandy hit the coast of New Jersey, MWW and Brushfire felt its impact directly. Though we are national firms, half of our staff members live in the Garden State. Many of us were born and raised here.

We worked summers growing up in Sea Girt and Asbury. We take our kids to the same places where our parents once brought us in Wildwood and Ocean City. We own houses in Ocean and Monmouth and consider summer Fridays to be a rite of good living. When no one is looking (or when we think no one is looking), we rock out to Bruce while cutting east across 195.

Almost all of us have friends who lost homes or businesses. In the storm's aftermath, we volunteered for boardwalk cleanups and helped co-workers pump out their storm-flooded basements.

We understand the problem because we lived it.

Sandy imposed a heavy toll on New Jersey. We can quantify that toll in the number of properties lost and damaged, or in the cumulative

hit to jobs, economic output, and tax revenues. Harder to assess, but longer-lasting, is the storm's intangible effect on public perception.

Boardwalks and storefronts can be rebuilt in a matter of months. Reputation is trickier to reconstruct.

A proprietary survey designed and executed by MWW reveals that 44% of respondents in the NJ-PA-NY metropolitan areas believe that at least one-third of the shore will be closed for business this summer. It's a pervasive assumption that we must reverse.

Unfortunately, time is a luxury that we cannot afford. We don't have years to effect a perception turnaround. Starting yesterday, we need to deliver a simple but resonant message:

The Jersey Shore is back. It's stronger than the storm. It's open for business. And it's still the best place to build your summer memories.

Anyone can say it. But authenticity counts – a lot. We're the team that can deliver the message most effectively, because we are quintessentially Jersey. MWW



and Brushfire offer the scope, capabilities, and expertise of a national communications and advertising agency, but we are also the only national PR and ad agency headquartered in the Garden State.

We don't need two weeks to learn the Parkway exits. We don't need to hire local advisors to explain the difference between Cape May and Sandy Hook. Between us, we've eaten in hundreds of shore restaurants (in a moment of candor, we'll even admit to drinking in a few of its bars). We know the shop owners on every Main Street and went to school with the firefighters, policemen and EMTs.

You won't find another national PR and advertising team that works for the multi-nationals, but is in – and of – the Garden State.

Simply put, we have skin in the game. Jersey is our home.

ABOUT THE TEAM

+ For ten years, MWW and Brushfire have partnered up to create integrative communications solutions for public and private-sector clients. Here is what you need to know about our respective firms:

MWW

MWW was founded 26 years ago, in a single room in Jersey City. Our founder and CEO, Michael Kempner, believed in the state and made a conscious decision to sink his business roots here.

Over the years, the firm made a name for itself as a public relations partner that emphasizes strategy as much as delivery, and that measures results not just by media placements and engagement, but also by business metrics.

From the beginning, MWW approached things differently, building on a solid foundation of consumer, lifestyle, tourism and travel PR; government relations; issues management; and corporate reputation management. Long before the 24-7 news cycle and the impact of social media on audience convergence, MWW approached every communications challenge with a total stakeholder mindset.

Today, MWW is a leading full-service public relations firm with more than 200 communications professionals collaborating across nine offices in the United States (East Rutherford;



Trenton; New York; Los Angeles; San Francisco; Chicago; Washington, D.C.; Seattle; and Dallas). We represent a wide range of Fortune 100s and start-ups and claim deep experience in managing issues and communications campaigns for public entities, states and cities, for example, on behalf of the New Jersey Lottery, NJ Department of Human Services, NJ Board of Public Utilities Office of Clean Energy, NJ Family Care, NJ Catastrophic Illness in Children Relief Fund, Port Authority of New York/New Jersey, Developmental Disabilities Council and the New Jersey Sports & Exposition Authority.

Independent ownership means that our executive leadership team has a



While our agency has grown, our values and our culture remain the same. In 2010, MWW once again became an independent agency.

stake in success – yours as well as ours. We don't answer to a holding company or a corporate office headquartered in a different time zone. We don't silo our professionals by office or practice group. We work together across practice areas and disciplines to craft the best solutions and the best team for our clients.

MWW has been honored for its leadership and continued commitment to excellence with just about every industry award, having been named 2011 Agency of the Year by the International Business Awards and 2011 Midsize Agency of the Year by The Holmes Report, as well as Digital Firm & Team of the Year and one of the Top Places to Work in PR by PR News.

ABOUT THE TEAM

BRUSHFIRE

Brushfire is a full-service marketing firm with over 40 years of comprehensive brand-building expertise. We have in-depth experience in both the public and private sector, advancing brands and achieving business growth, and are experts at assessing communication challenges to develop smart, focused campaigns that connect with the right audience groups and yield results.

But most importantly to the NJ EDA's Superstorm Sandy Recovery program, we have unparalleled knowledge of New Jersey's travel and tourism industry, having been the Department of Travel and Tourism's agency of record for the last seven years. This experience has given us unrivaled knowledge of the marketplace, which can be brought to bear on day one, and has led us to develop close working relationships with the DMOs and towns that will be critical in making any marketing effort a success within the region. We partnered with the Department of Travel and Tourism and the DMOs to create the New Jersey Shore Store, a pop-up storefront that was created on Broadway near Union Square in NYC to offer tourists a taste of the ideal beach vacation. Wildly successful, the Jersey Shore Store was featured in more than 45 broadcast news segments and appeared in more than 25 print and online placements,



with an advertising value of nearly \$1 million and a total audience of more than 14,500,000 consumers.

The overall impact of our work over the past seven years has led to positive results that have been unmatched:

- Tourism-related revenue reaching a record high of \$37.6 billion in 2006, and then \$37.3 billion again in 2011, despite the continued strain on our nation's economy
- "Person stays" reached an all-time high in 2011 of 76.9 million
- New Jersey has enjoyed steadily increasing visitor satisfaction, with current rates up 15% since 2005, when Brushfire began
- According to the DK Shifflet & Associates Return on Investment Study for 2009, the return on marketing dollars was \$315 for every dollar spent on the tourism effort

We also know how to act quickly and efficiently to plan, create and execute marketing efforts that get results, which is also critical to this Superstorm Sandy Recovery effort. In 2009, when the state of New Jersey needed to enact a tax amnesty program, we developed the most effective amnesty marketing program in the history of the United States. In two weeks, we conceived and executed a campaign that yielded an unprecedented return on investment for the state of over 330% -- bringing in \$729 million dollars in just 43 days.

As a team of experienced professionals, the entire Brushfire staff is adept at working with our clients to understand the business environment and maximize all marketing efforts. Our aim is always to achieve unparalleled results for you.

ABOUT THE TEAM

AN INTEGRATED TEAM

The MWW/Brushfire working relationship is not a matter of speculation. It's a time-tested success. Most notably in our work to support and promote the New Jersey Lottery, we have established protocols for jointly managing and executing big-budget, multi-faceted campaigns involving dozens of professionals, outlets and subcontractors.

MWW is the lead agency; Brushfire is our subcontractor. The MWW team lead will be solely responsible for owning the development and execution of the New Jersey Economic Development Authority campaign.

Though our sum is greater than our parts, each agency brings unique strengths to the table.

MWW and Brushfire have maintained strong working relationships for the past decade, jointly creating or conducting campaigns for both private and public interests, as well as contributing support and pro bono work to New Jersey-based charities. MWW's international public relations and marketing communications abilities have complemented Brushfire's world-class creative concepts and effective advertising/marketing strategies – combining talents that have delivered award-

winning campaigns.

The synergy of these two firms has been based on each company's commitment to delivering quality service to clients and achieving bottom-line results. That collective mindset has allowed the two firms to collaborate on client campaigns, providing seamless service and effective results.

For example, through combined public relations and advertising strategies, MWW and Brushfire have collectively led the New Jersey Lottery's marketing communications program

for many years, generating increased revenues consistently over each year. Additionally, it was the MWW/Brushfire team who created the award-winning marketing communications campaigns for NJ Family Care, the Department of Human Services, and the Catastrophic Illness in Children Relief Fund, involving strategies created by the partnership that still are in use today.

Most recently, MWW leadership partnered with Brushfire management to create a pro bono program that allowed the Mental Health Association of New Jersey to win a bid for FEMA grants and establish a statewide



ABOUT THE TEAM

mental health care response program for victims of Hurricane Sandy. The engagement stemmed from the close, personal working relationship between the two firms, and MWW/Brushfire volunteered the initial creative, advisory and media services to help NJMHA to secure the funding.

We know that clients must employ a diverse group of marketing communications strategies to reach multiple constituents across all channels. Our philosophy is that PR is a powerful tool for amplifying the effects of paid media.

We approach each assignment as an opportunity to delve deeper into a



brand, understand the issues at its core, and develop effective programs to meet its needs. This all starts with research. Whether it's diving into existing research or developing a new research approach, the knowledge gained allows us to uncover insights and develop advertising that connects with consumers on a deeper level at every touchpoint possible to get results.

Media relations is the bread and butter of MWW's work. As the news cycle has evolved past the "daily news" to that of a 24/7, hour-to-hour (if not minute-to-minute) feed, we have adjusted our approach to developing deep, meaningful relationships with media outlets. We were one of the first agencies to implement blogger outreach programs, and have continued to innovate social media engagement for our clients.

Our relationships with editors, writers, reporters, bloggers, DJs, producers, celebrities and the like have provided outstanding local, regional, and national coverage for our clients. You've seen them on Good Morning America, Good Day New York, The Record, The Bergen Record, New York Times, The Star-Ledger, The Daily Record, NY1 News, NJ12, etc.

Integrating social media engagement into the PR activities of all of our



clients has been a top priority for MWW for many years. As a result, we are veterans at developing innovative strategies and content that actively engage consumers and promote products and services. This is a particularly effective and efficient medium through which technology and telecommunication brands can develop relationships with their target consumers. We need to own blogs, Twitter, Instagram, Facebook, Tumblr, Flickr, Pinterest and all of the other social channels that your existing and potential audiences frequent.

IDENTIFYING THE PROBLEM



THIS IS NOT A TOURISM CAMPAIGN. IT'S A PERCEPTION TURNAROUND CAMPAIGN, DRAWING HEAVILY ON CONSUMER AND ISSUES-MANAGEMENT STRATEGIES.

The mandate to correct public perception of the shore's restoration and readiness is acute. Comprising the largest portion of the state's \$38 billion tourism industry, the Jersey Shore is a major direct and indirect employer, and accounts for a significant share of state GDP. Every dollar in lost tourism revenue represents an uptick in unemployment, a downtick in state and local tax revenues, and untold strain on families and small businesses up and down the coastline.

The challenge at hand is to help tourists from in and out of state move beyond the pervasive imagery of storm-related destruction. The media did a fine job of burning into the public consciousness the image of a roller coaster half-submerged in the ocean. It's what most people now associate with the Jersey Shore. To anyone who doesn't know better, that picture tells the dystopian story of a summer wonderland left to ruin.

We need to erase that image and replace it with the unique iconography of the Jersey Shore – iconography that resonates viscerally with tourists from the tri-state area and beyond.

In the first instance, we need to pull at the heartstrings of the millions of people who already feel a deep cultural affinity for the shore, but who have been misled to believe that it has all but vanished.

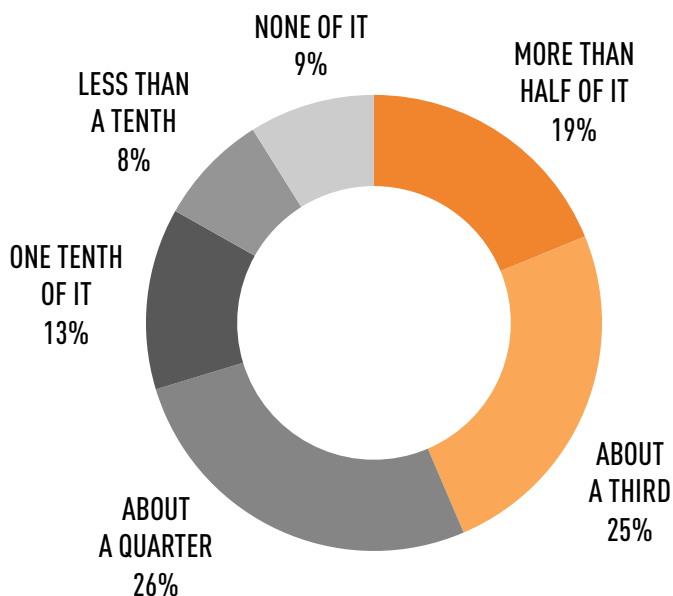
RESEARCH & INSIGHTS

In order to ground our programs in the most accurate understanding of public perception of the Jersey Shore, MWW/Brushfire invested in two proprietary research initiatives:

- **Survey:** We designed and executed a survey of 395 adult residents from the New York metro region, the Philadelphia metro region, and the entire state of New Jersey.
- **Social Listening Audit:** Additionally, we performed a listening audit of social media content and conversations related to the Jersey Shore. Together, these studies provide powerful insights into the challenges and opportunities that lay ahead.

Both studies underscore a common challenge: people widely believe that the shore is damaged beyond immediate repair.

Our core target vastly overestimates the damages and closures affecting the shore communities, with 44% of respondents offering that at least 1/3 of the shore will be closed:

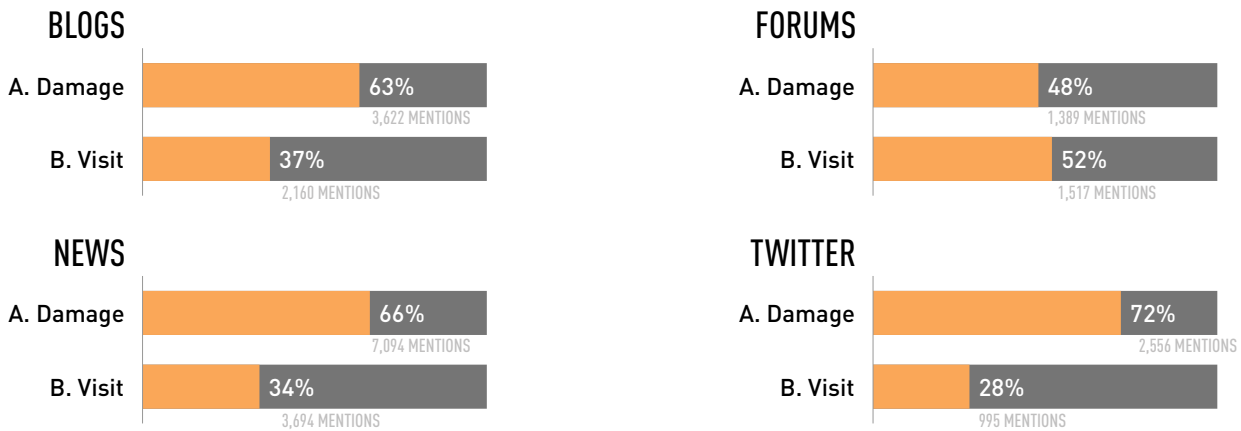


RESEARCH & INSIGHTS

The current conversation across digital and social channels has reinforced and echoed this sentiment. Mentions of damage heavily outweighed mentions of potential visits to the shore:

SOCIAL AND DIGITAL CONTENT MENTIONS OF THE JERSEY SHORE AND RELATED TERMS

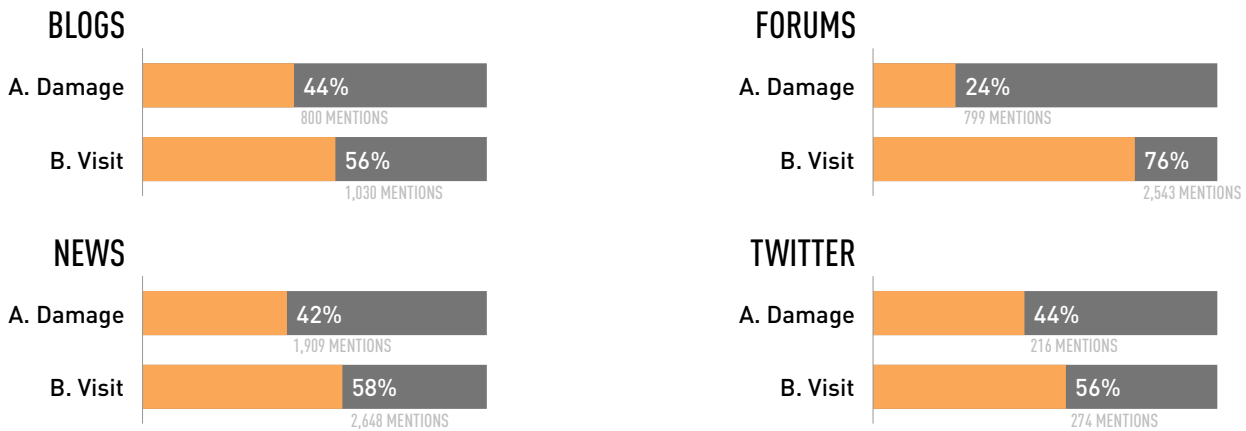
November 1 through December 31, 2012



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SOCIAL AND DIGITAL CONTENT MENTIONS OF THE JERSEY SHORE AND RELATED TERMS

November 1 through December 31, 2012



Survey research results also illustrate that emotional connections to and affinity for the shore may have strengthened since the recovery began. This trend is especially striking in light of the fact that many survey respondents are over-estimating damage. We therefore have an opportunity to strike fast and change the predominant storyline from one of damage and loss to one of resilience and recovery.

To achieve this goal, we need to correct misconceptions about the extent of the damage and reverse the tendency of media and social sharing to focus on the negative. The seed of this effort begins with the resilient nature of New Jersey and the people who love it. Even many people who believe that vast portions of the shore are going to be closed this summer are still planning a visit.

.....

61% of people who believe over one-quarter of the shore will be closed still intend to visit this summer

68% of people who believe one-tenth or less of the shore will be closed intend to visit this summer

.....

The chief insight that informs our program is that the emotional connections people feel to the Jersey Shore are very strong; vacationers are still inclined to visit if provided the proper messaging and motivation. This insight moves our campaign from one based purely on building awareness that the shore is open, to one that focuses as well on activation: getting people to move beyond awareness and into action.

Both the survey and social listening research illustrate the emotional connections and levers that we can tap into to motivate people to visit and return to the shore.

We have to tap into and activate the loyalty and nostalgic longings of the target market. Just listen to verbatim responses from the survey to the question: Why are you likely to visit the NJ Shore this summer”:

“I love the beach and the casinos and have the best life here retired in South Jersey. What a great place to be...the Jersey Shore. We are Jersey Strong!!!!”

53 YEAR-OLD FEMALE FROM TUCKERTON, NJ

“I love the Jersey shore all my life I have been there and know they will have it restored enough for people to still enjoy the beach and most amenities”

46 YEAR-OLD FEMALE FROM BELMAR, NJ

“It’s a close, day trip and part of our family’s routine as it always has been. It’s something we can all do that is enjoyable.” **46 YEAR-OLD FEMALE FROM LEVITTOWN, PA**

“I can’t imagine a summer without at least one trip to walk the boardwalk or dip my toes in the water. Plus my grandkids are coming down so we will likely go at least once.” **40 YEAR-OLD FEMALE FROM VINELAND, NJ**

“I love LBI, I used to lifeguard there, its where I met my fiancée, I have good friends there!!”

47 YEAR-OLD MALE FROM YONKERS, NY

“Because that’s what we do, plus I would like to see the recovery progress” **38 YEAR-OLD MALE FROM CLEMENTON, NJ**

“There is just no place like it.”

65 YEAR-OLD FEMALE FROM HORSHAM, PA

“Jersey strong!”

61 YEAR-OLD FEMALE FROM FLORHAM PARK, NJ

“We go to the Jersey Shore every summer so it’ll be no different this summer. We love it and we need to support it.”

33 YEAR-OLD MALE FROM NEW YORK, NY

These responses illustrate the strength of memory and nostalgia. Emotional connections will trump logical proof points when it comes to a shore visit – and any program needs to tap into this deep well of existing connections, memories and emotions.

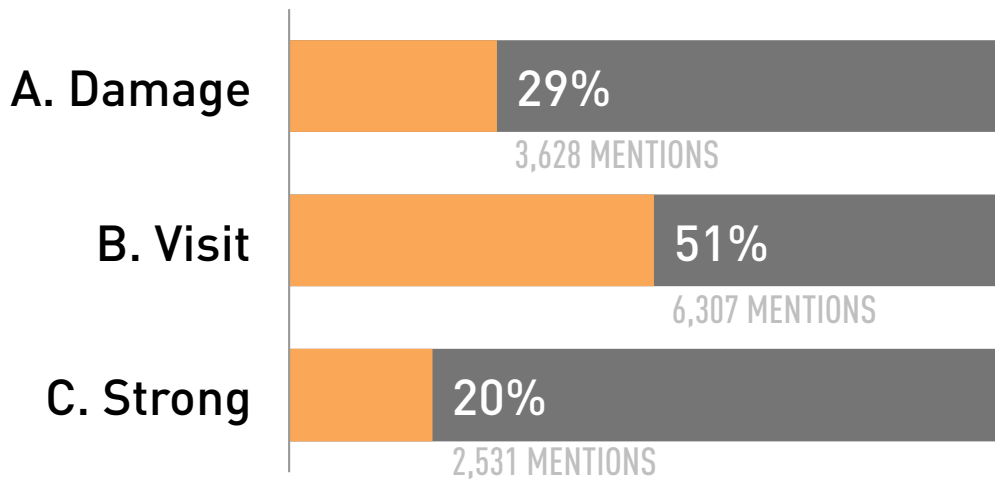
Emotional bonds built on memories are at the core of every potential vacationer’s motivation to visit this summer. But there is another component of the appeal: Jersey Strong.

.....
68% of respondents who have at least occasionally visited the NJ Shore in the past indicate that they “can’t imagine not going to the Jersey Shore this summer.”

61% This, despite the fact that 61% report that “All I see or hear about the Jersey Shore these days are pictures of the devastation.”

SOCIAL AND DIGITAL CONTENT MENTIONS OF THE JERSEY SHORE AND RELATED TERMS

January 1 through March 3 2013



All evidence points to a campaign that emphasizes that the shore is open for business – that it the place where memories still reside – and that we are stronger than the storm.

OUR AUDIENCE

+ We have designed a campaign with three main audiences in mind:



FAMILIES WITH CHILDREN

Primarily in the tri-state area and eastern Canada. Be they day-trippers, weekend visitors or week-long renters, these families skew more affluent than typical tourists, but like most Americans, over the past two decades they have seen work hours increase and net disposable income stagnate or fall. These families need to be convinced that they will be rewarded with a positive and memorable experience for choosing the Jersey Shore as their summer destination. Our target family audience already harbors a deep affinity for the shore, but its primary decision-makers – working and stay-at-home moms – will not stake a blind wager on it. Before spending her family’s limited leisure time and disposable cash, the family mom wants to be certain that the beaches, boardwalks, restaurants and shops are open for business.

MATURE ADULTS

primarily in the tri-state area and eastern Canada. Empty-nesters or grandparents, these vacationers have been coming to the shore for years, and even decades. They are more affluent than families with children, but also demand a higher quality of amenities. We need to convince them that the shore is open for business, and that the restaurants, theaters, golf courses and downtown shops are as good or better than ever.

MILLENNIALS

primarily in the tri-state area. They rent houses for prom. They day-trip over to Seaside, Point Pleasant and Wildwood. They spend their summers packing eight college students into three-bedroom houses. They give the shore its verve and attitude. But they don’t have a lot of money. They need to know that the shore is back, stronger than ever, and that they don’t have to settle for second-best (OBX or Virginia Beach).

While the mode of delivery will differ between target audiences, the messaging is largely the same. The Jersey Shore is open for business, stronger than ever, and a place to build new memories and relive old ones

ICONS OF THE SHORE

- + The differences between the Jersey Shore and its near-competitors, namely OBX, Virginia Beach, and Delaware, are both attitudinal and iconographic. The other places have nice beaches. But they don't have a unifying culture.



The shore boasts a singular outlook that's recognizable to its longtime denizens. It's edgy. It's exciting. It's casual. It's unpretentious. It brims with energy and irreverence. Its spirit is hard to put your finger on, but if you've been there, you know it.

Yet even as the Jersey Shore has a unified culture, it offers widely diverse options. Seaside and Point Pleasant beach for rides and restaurants and rowdy-respectable. Asbury for music. Cape May for shopping, dining, bird-watching or antiquing. Red Bank for theater. Ocean Grove for spirituality. Atlantic City for a roll of the dice or a world-class show. You

can choose your own adventure, but it's fundamentally, always, the Jersey Shore.

What gives expression to the culture, and what triggers people's associative memories and nostalgia, is the shore's distinctive iconography. It's the Cape May Light House. The Stone Pony. Jenkinson's. Windmill. The Highlands Ferry. Funtown Pier. Monmouth Racetrack. Parker House.

The hesitation and uncertainty that people feel owes to a nagging suspicion that these icons are gone. They're not, and any successful campaign must leverage the visual

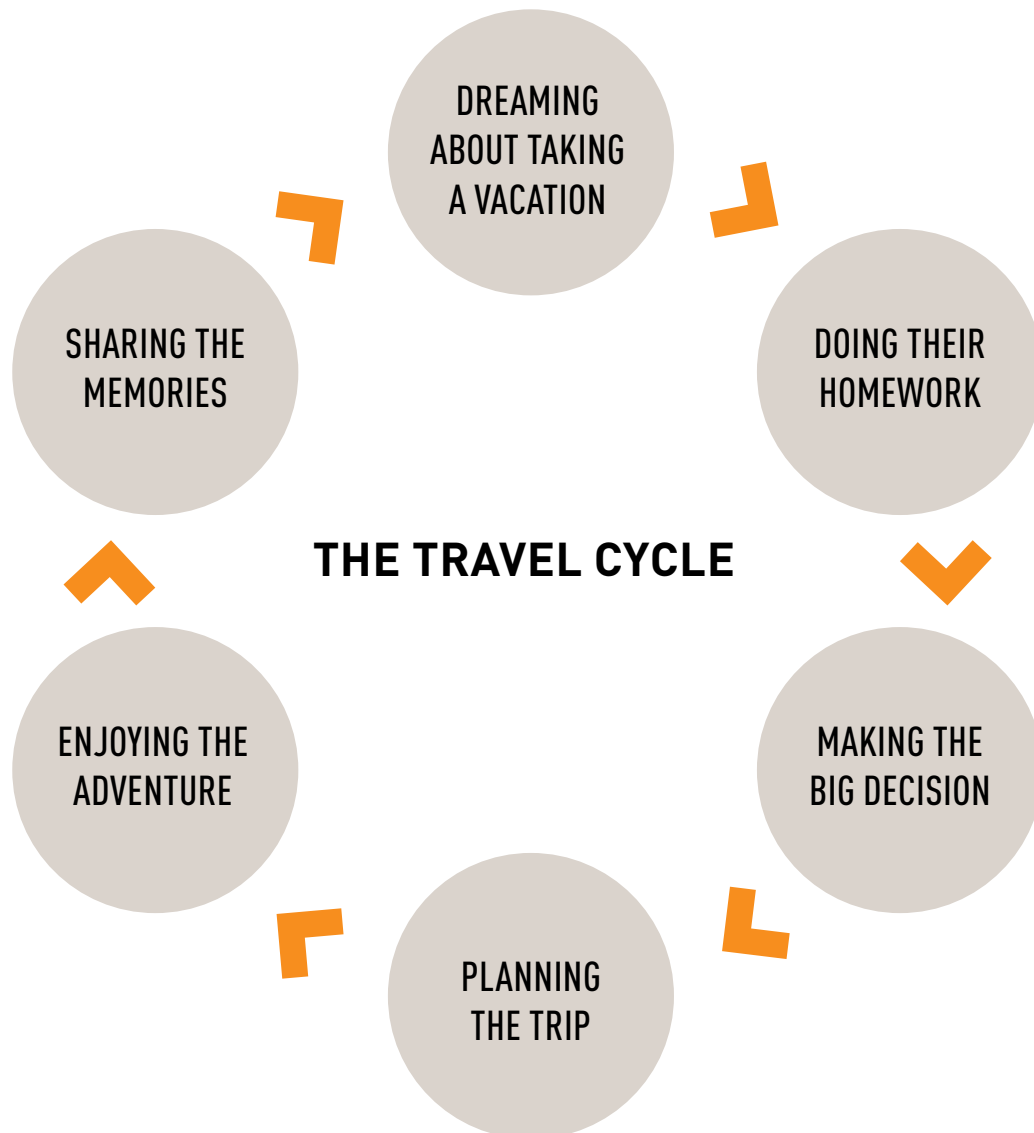
trappings of shore culture to make media and consumers alike perk up and note that, yes: the Jersey Shore that I remember is still there, as strong as ever.

Of course, icons are people as well as places. New Jersey gave the world Springsteen and Bon Jovi. Frankie Valley and Queen Latifah. Joe Budden and Redman. James Gandolfini, Anne Hathaway, Joe Pesci, Philip Roth and Toni Morrison. Eli Manning and Shaquille O'Neal. These other Jersey icons are the best ambassadors for the brand. Any successful campaign should lean on their shared affinity for the shore.



TOURISM CAMPAIGN V. PERCEPTION-TURNAROUND CAMPAIGN

The average lifecycle of a vacation can be visualized by the following graphic, which turns clockwise from the initial decision to get away, to the timeless, post-trip ritual of sharing pictures with friends and family. Years ago, the first stages of a vacation required the intercession of a travel agent, and the final stages involved subjecting neighbors to a one-hour slide show in a darkened living room. Today, it can all be done online, from searching Tripadvisor.com and booking on Hotels.com, to uploading visual memories to Facebook or Pinterest. But the lifecycle remains the same.



A tourism campaign would respect the flow of the vacation and market to potential travelers at all points. Our turnaround campaign is an early intervention. It focuses most of its fire on the decision-making and planning process. If we don't change consumer perception by 3 o'clock, the traveler may elect to vacation elsewhere.

It is not in our remit to promote tourism at the shore. Rather, it is our mandate to change an overriding perception that will inhibit such tourism.

A caveat: the lifecycle of a vacation cannot be strictly grafted to the calendar. We know that many people book summer vacations before Memorial Day, but others look for deals and opportunities long after. We know that many vacationers take day-trips or weekend getaways. Though logic tells us that much of our programming must be front-loaded, the effort to change perception must be ongoing and continuous.



STRATEGIC AND CREATIVE APPROACH

- + We are all aware of the unprecedented destruction that Superstorm Sandy has brought to the Jersey Shore. In the aftermath of the storm, visitors and vacationers have been inundated with repeated negative images and messages of the Jersey Shore in varying forms of disarray and annihilation. These images have left many people, including the Jersey Shore's most loyal vacationers, in a state of ambivalence about taking a shore vacation this summer. In fact, many have resigned to book a vacation elsewhere to assure that their vacation needs are met.



As expert marketers of the Jersey Shore brand, we are adamant that our communications plan is grounded in a sound strategic platform that addresses the crucial issues at hand. We must put forth real, authentic, tangible evidence that the Jersey Shore is open for business. This strategic approach will enable our communications to transform the negative images of the Jersey Shore into a positive, thereby increasing visitation and stimulating support that Jersey Shore towns and businesses need at this time.

Our strategic approach is driven by our in-depth understanding of the mindset Sandy has created, combined with our knowledge of target audiences and their vacation needs. This will guide us in creating messaging that truly resonates with Jersey Shore visitors and vacationers.

In addition, Jersey Shore visitors may not realize that many areas of the Jersey Shore have not been seriously affected by Sandy and that areas that have sustained extensive damage are coming back faster than they think. Our strategic approach takes this perception into account so that, in a larger sense, we can reassure visitors that the entire Jersey Shore is back and that they can still fully enjoy the wonderful Jersey Shore vacation that they always adored.

In support of our strategic approach, all advertising communications must clearly deliver a single message across all touchpoints. From TV and radio commercials to outdoor billboards and localized campaign branding assets, our message will resonate with our target audiences to produce the results we looking for: to increase Jersey Shore visitation while supporting the shore and helping it rise above.

The creative executions for Superstorm Sandy Recovery are designed to address a far more complex and challenging goal than simply enticing visitors back to established seasonal vacation destinations.

The three campaigns have the dual purpose of both reminding people of all the positive vacation opportunities New Jersey has to offer while acknowledging that the effects of Sandy still linger in some areas.

Additionally, the selected campaign must be able to stand on its own and not be confused with the many other individual support and relief messages regarding the Shore. When considering the Superstorm Sandy Recovery campaign production, it should be noted that Brushfire has the capability to edit commercials from existing footage, eliminating the need to shoot. This enables us to launch a campaign quickly and efficiently and to be on air by April 20th, 2013.

All three creative recommendations break through the clutter, delivering strong messaging that the Shore is not only back but also ready to enjoy. The tone clearly proclaims: you can't keep Jersey down.

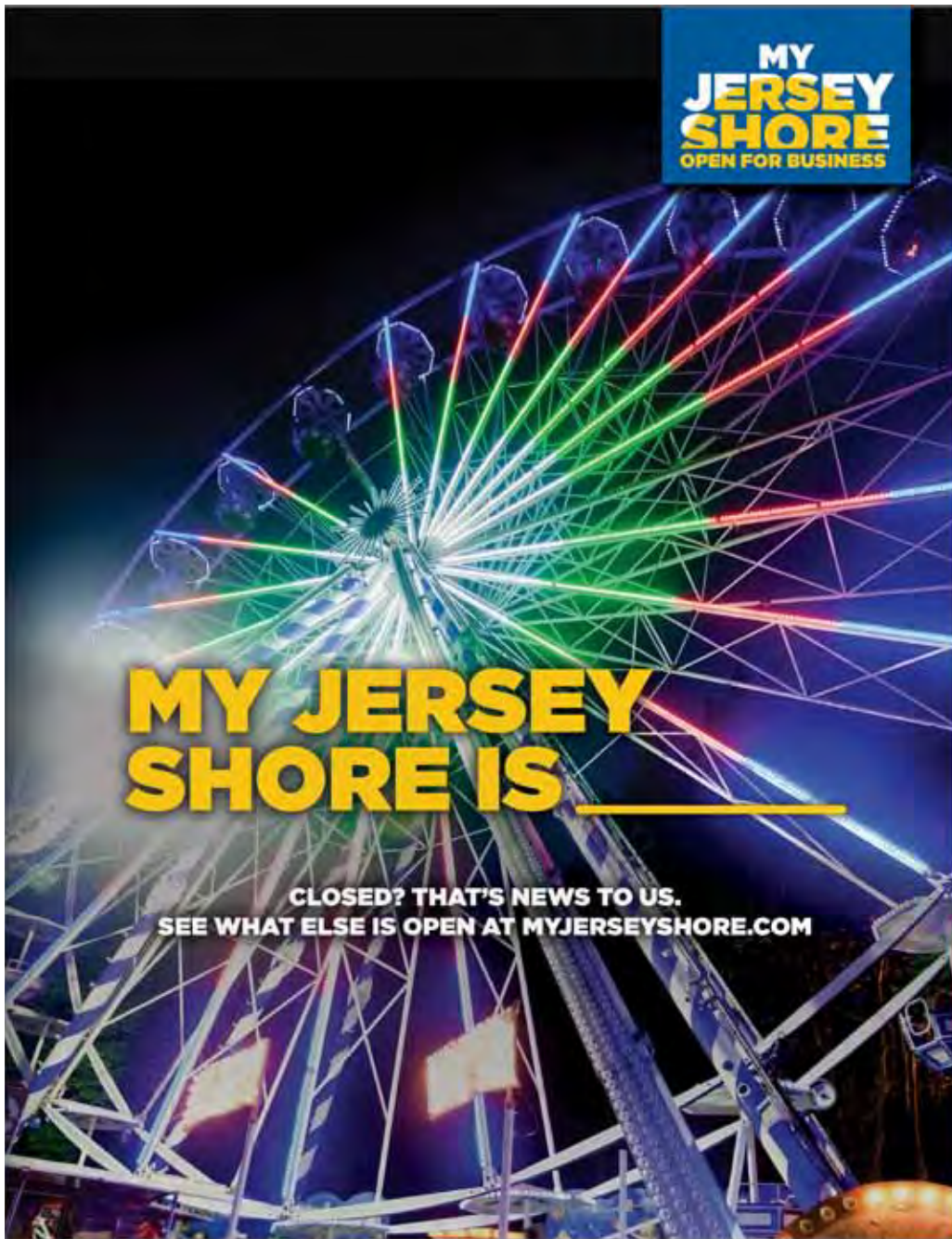


The first campaign is about creating a personal and emotional connection to the Jersey Shore that engages the audience with a personal statement “My Jersey Shore”. The positioning not only asks someone to reflect upon previous memories, but makes it applicable to the entire shore, towns, community, business and its visitors.

The second campaign, “Open for New Memories,” triumphantly announces that the Shore is open and ready to continue making new memories that will last through the next generations of families.

The third campaign, “Stronger than the Storm” celebrates Jersey resilience. Through powerful imagery, reinforcing that the shore, its attractions and its community are still here and open for business.

AD - MY JERSEY SHORE



OUTDOOR BILLBOARD - MY JERSEY SHORE



30-SECOND TV “MY JERSEY SHORE IS _____” OPTION 1



1

Quick cuts and uptempo music



2

Quick cuts and uptempo music



3

Quick cuts and uptempo music



4

Quick cuts and uptempo music

30-SECOND TV “My Jersey Shore is back”



5

Quick cuts and uptempo music



6

ANNCR: My Jersey Shore is... exactly how I remember it.



7

ANNCR: For more information visit myjerseyshore.com

30-SECOND TV “MY JERSEY SHORE IS _____” OPTION 2



1

VOICEOVER: My Jersey Shore is...



2

MILLENNIAL: A place to kick back with friends



3

OLDER MAN: Where I met my sweetheart



4

GROUP: Summer!

30-SECOND TV "My Jersey Shore is back"



6

MOM: My Jersey Shore is... exactly how I remember it.



7

VOICEOVER: My Jersey Shore is... closed? Apparently not. For more information visit myjerseyshore.com

WOMAN 1: My Jersey Shore is shows at the Stone Pony.

MAN 1: My Jersey Shore is surfing at the inlet.

WOMAN 2: My Jersey Shore is boutique shopping.

ANNCR: The beaches, boardwalks, nightlife, and dining are all waiting for you.

MAN 2: My Jersey Shore is open... and ready for Summer!

AD - OPEN FOR NEW MEMORIES



OUTDOOR BILLBOARD - OPEN FOR NEW MEMORIES



30-SECOND TV “OPEN FOR NEW MEMORIES”



1

ANNCR: The one thing a storm can't wash away is a memory.



2

ANNCR: And now that the Jersey Shore is back, it's time to create some new ones.



3

ANNCR: So come visit our 130 miles of beautiful beaches...



4

ANNCR: shop in our stores...

30-SECOND TV “OPEN FOR NEW MEMORIES”



ANNCR: ...dine in our restaurants...

5



ANNCR: ...and have the night of your life on our boardwalks.

6



ANNCR: Because at the Jersey Shore, nothing can stop you from having a vacation to remember.

7



ANNCR: The Jersey Shore: Open for New Memories.

8

15-SECOND TV “OPEN FOR NEW MEMORIES”



1

ANNCR: The one thing a storm can't wash away is a memory.



2

ANNCR: And now that the Jersey Shore is back, it's time to create some new ones.



3

ANNCR: So come visit our 130 miles of beautiful beaches and dine in our restaurants.



4

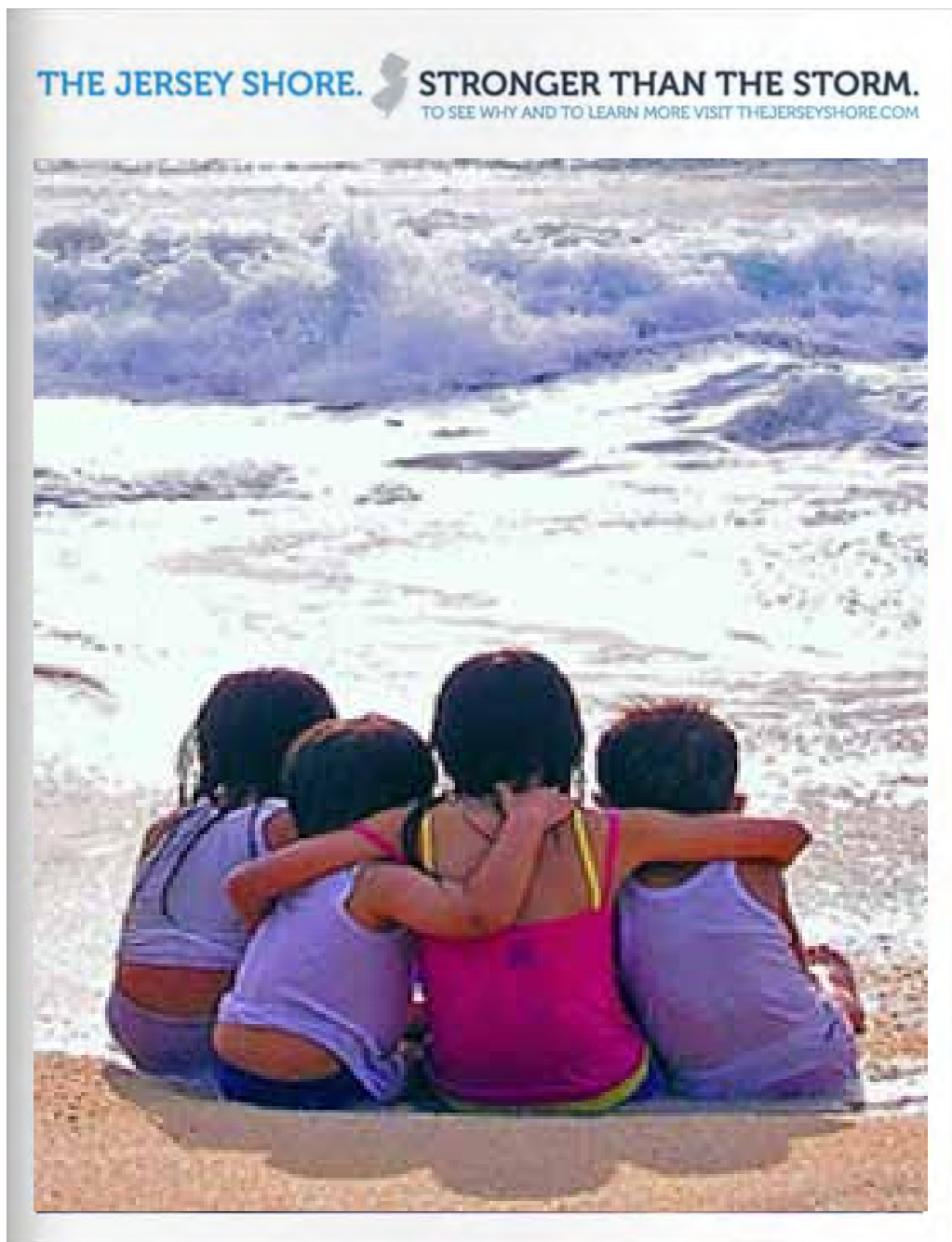
• The Jersey Shore •
Open for New Memories.

SFX: AMBIENT SOUNDS OF THE SHORE, WAVES, LAUGHTER, MERRY-GO-ROUNDS, ARCADES, WINE GLASSES CLINKING ARE ADDED THROUGHOUT IN THE APPROPRIATE PLACES.

ANNCR: Jersey Shore memories are special. And it takes more than a storm to wash them away. Luckily, the Jersey Shore is back. And new memories can be made every day. So come for a visit and splash in the surf, play on the sand, shop in the stores, dine in our restaurants, and have the time of your life on our boardwalks. Because at the Jersey Shore, nothing can stop you from having a vacation to remember.

The Jersey Shore: Open for New Memories.

AD - STRONGER THAN THE STORM



OUTDOOR BILLBOARD - STRONGER THAN THE STORM



30-SECOND TV “STRONGER THAN THE STORM”



1

ANNCR: Sure, Sandy did a number on the Jersey Shore. But now we're back.



2

ANNCR: Open for business. Ready to rock.



3

ANNCR: With miles of beaches perfect for basking.



4

ANNCR: Scores of stores open for shopping.

30-SECOND TV “STRONGER THAN THE STORM”



5

ANNCR: And boardwalks built for walkers, joggers, strollers, and lovers.



6

ANNCR: So visit the Jersey Shore and you'll see for yourself...



7

ANNCR: ...that we're stronger than the storm.

15-SECOND TV “STRONGER THAN THE STORM”



1

ANNCR: Sandy did a number on the Jersey Shore. But now we're back.



2

ANNCR: Open for business. With miles of beaches.



3

ANNCR: As well as restaurants and shops.



4

ANNCR: The Jersey Shore. We're stronger than the storm.

DETAILED MEDIA PLAN – SUPERSTORM SANDY RECOVERY

MEDIA BACKGROUND

The media challenge of the Superstorm Sandy Recovery plan is to create immediate, widespread awareness of the new, positive New Jersey shore message – “Open for Business” – and drive it home to counter all of the recent negative images of the shore. The targets are the residents of New Jersey and surrounding geographic markets of Pennsylvania and New York, plus secondary markets of Washington, DC, Baltimore, Pittsburgh and markets further north, south and west.

The vast media vehicles being recommended have been chosen for their ability to provide immediate impact and visibility, cost-effectively reaching this largest audience and wide geographic area. Brushfire’s media unit has a proven track record of delivering these goals because of its strategic approach and audit process, informed by all available data from the following resources – and beyond:

- Simmons Full Service
- MRI (Mediamark Research, Inc.)
- Scarborough – Full Service
- Arbitron
- Nielsen

These syndicated research sources track the latest marketing trends and media usage habits for all types of media vehicles for all national population segments and regions, including the state of New Jersey. A comprehensive analysis of this data is a crucial part of determining the media strategy for this campaign – with a thorough understanding of the media markets and consumer media usage, we can craft a tighter, more targeted, more effective media plan.

For over a decade, Brushfire has placed more Tri-State media than any other full-service agency in New Jersey – we know the costs, we know the media reps, and we have the leverage to get the most bang for our clients’ budgets. And our buying power and media expertise don’t stop there: we’ve bought substantive advertising weight in major markets in our region including New York, Philadelphia, Washington, DC, Baltimore, Pittsburgh, Boston, Cleveland, and Cincinnati as well as smaller markets in the Northeast, Mid-Atlantic, Southeast and Midwest geographic areas. Brushfire has also been active north of the border, with television, radio, out-of-home and print purchases in eastern Canada encompassing French-speaking Quebec province – especially important for towns like Wildwood and Cape May that cater so well to visiting

French Canadians. Overseas, media buys have been placed in the United Kingdom, China and Western Europe. The recommended media mix takes into consideration that there are many touch points to reach the consumer in their “pathway to purchase.”

All of this media intelligence means that we are on the leading edge of the latest trends and opportunities. Our expertise and size deliver the lowest rates for all of our clients. In addition, comprehensive value-added packages including bonus spots, sponsorship billboards on Broadcast buys, premium placement and other targeted merchandising are part and parcel of every Brushfire buy. Brushfire consistently delivers upwards of 30% in added value (on top of the paid media) with every purchase. This adds to the audience delivery and effectiveness of the campaign and well exceeds the advertising industry average of 10%.

When it comes to negotiating the best media packages, we live by these words: “If you don’t ask, you don’t get.” And we ask – aggressively.

TARGET AUDIENCE RATIONALE

OVERVIEW

We view this campaign as a special, free-standing opportunity to re-focus perceptions of the Shore as a viable, attractive vacation destination. The underlying objective of all of the communications is that we must change perception among a larger population target and we must change it rapidly! People are starting to make vacation plans and there is an uncertainty in the consumer marketplace as to whether the New Jersey Shore can provide the same great vacation experience that these visitors have come to expect year-after-year.

Because of the special circumstances of the storm and the emotional appeal to do the right thing and be a part of the "comeback," we believe there is the opportunity to appeal to a broader based audience who can one day tell stories about being one of the first back on the beach after Superstorm Sandy.

Whereas previous campaigns have focused on specific audience segments, this media recommendation will reach across the seven lifestages identified by D.K. Shifflet & Associates to include the young (18-34 – Young & Free, Young Family), the middle (35-54 – Mature & Free, Moderate Family, Affluent Family) and the older (55+ – Moderate Mature, Affluent Mature). The

message is relevant to anyone who has made or considered the New Jersey Shore a leisure destination. Therefore, we zeroed in on a target of Adults 18-64.

GEOGRAPHY

Having executed multiple media plans for tourism over the past seven years, we understand the importance of getting the message out to the population as a whole. However, at the same time, it is even more critical to focus on those areas that are currently generating the largest proportion of visitors to this state. As noted in the RFQ, three states – New Jersey, New York and Pennsylvania – account for nearly two-thirds of New Jersey's visitors. Therefore, these areas should receive approximately the same proportion of the advertising budget. We are recommending two market tiers identified forthwith as Primary and Secondary to adjudicate our media weight. These markets are identified as DMA (Designated Market Area) which assigns each county in a state to the market or city that accounts for the majority of its TV viewing hours according to Nielsen:

PRIMARY

New York*
 Philadelphia*
 Wilkes-Barre/Scranton
 Harrisburg/Lancaster/Lebanon/York

SECONDARY

Washington, DC (northern VA and portions of MD)
 Baltimore
 Pittsburgh
 Albany/Schenectady/Troy
 Rochester
 Buffalo
 Eastern Canada

*All New Jersey counties fall under either the New York or Philadelphia DMAs

While the recommended advertising efforts use these groupings as a baseline, there will be selected modes that will extend beyond these markets.

MEDIA BUDGET

The media budget allocation to support this entire effort will be \$17,000,000, split between two periods:

Launch – April 20 – July 7 (twelve weeks) - \$13,000,000

Sustaining – July 8 – September 1 (eight weeks) - \$4,000,000

The recommended split reflects the primary need to support the spring/early summer season that traditionally has served as the time period when a substantive number of New Jersey's visitors make their summer leisure plans. The secondary flight is designed to reach those who are making last-minute vacation decisions or are still unsure about destination selection. Last-minute decision-makers and short trip takers provide a great opportunity to introduce the Shore to a whole new audience who may not have previously considered vacationing at the Jersey Shore; we know from survey data that once vacationers experience a fantastic vacation here, they're likely to come back for another. The bottom line: we don't just want to recover visitors who may be thinking of going elsewhere – we want to expand the total number of visitors to New Jersey! The following media rationale specifically refers to the initial 12-week flight as per the RFQ. The media recommendation and scheduling for the Secondary period is reflected on the attached flow chart.

MEDIA VEHICLE SELECTION RATIONALE

Recommended specific media will be discussed in greater detail later in the Media document. The following list provides a snapshot of the recommended vehicles and the corresponding geographic group receiving the medium:

- **Spot Television (:30/:15) – Primary Markets**
- **Local Cable (:30/:15) – Primary & Secondary Markets**
- **Spot Radio (:30/:10) – Primary & Secondary Markets**
- **Internet (various) – Primary & Secondary Markets**
- **Out-of-Home (various) – Primary Markets**

DISCUSSION OF RECOMMENDED MEDIA VEHICLES

BROADCAST STRATEGY/FLIGHTING

A combination of three broadcast media vehicles – Spot Television, Local Cable TV, Spot Radio – is recommended to create and maintain high reach/frequency levels and visibility throughout the 12-week advertising period beginning April 20. There will be no hiatus during this time frame. This continuous broadcast advertising message combined with other media vehicle activity will provide a constant message to the target audience.

SPOT TELEVISION

When you need to change perception – and we absolutely must, perhaps now more than ever – you need to surround your audience with the right message, and spot television does precisely that. Spot TV for this campaign offers higher reach, frequency and weight levels, longer flights, and more markets than previously afforded during New Jersey's tourism campaigns. It is the ideal vehicle – an unstoppable locomotive, in fact – for generating awareness among a broad target audience in a compelling, visible fashion. Using a combination of :30s/:15s creates impactful audience delivery levels. Recommended dayparts include:

EARLY MORNING (6 – 9A MONDAY – FRIDAY)

Early Morning is a particularly appropriate daypart for this message:

- “Live” programming with news, weather, traffic is impetus for greater “intensity” of viewership and is rarely recorded for future viewing
- Exclusive reach among some segments of the population as busy schedules often lower television viewing opportunities during the rest of the day
- Extremely cost efficient across a range of demographics as programming appeals to virtually all population segments

EARLY/LATE NEWS (5-7P & 11-11:30P MONDAY – FRIDAY)

Local News offers unique attributes for the campaign:

- Very high composition of 35-54 population
- Low recorded daypart due to timeliness of the editorial
- Viewers are loyal to a local newscast
- High reach, particularly in Late News, with Prime lead-in
- Displays higher upscale viewer composition than other dayparts

EARLY/LATE FRINGE (4-7:30P & 11:30P-1A MONDAY – FRIDAY)

The two dayparts provide different benefits. Early Fringe (EF) is a female-dominated daypart while Late Fringe (LF) has a high composition of young males. Other benefits include:

- EF is extremely cost efficient with particular coverage of older females
- LF viewers are very loyal to a particular program thus ensuring repeated exposure to the advertising message
- Added reach is definitely a factor in both instances

To further the impact of the “live” programming like Early Morning and Early/Late News, there will be occasions when all three networks will be purchased simultaneously during certain hours virtually guaranteeing capturing the daypart viewer.

Bonus spots, as well as “Brought to you by the New Jersey Economic Development Authority” sponsorship announcements will be negotiated as part of the spot television buy at no additional charge.

In addition to general market spot television, Brushfire will be purchasing Hispanic TV as part of the buy. This includes the two most popular networks – Univision and Telemundo – in all primary markets where affiliates of these networks are offered.

We are also recommending purchasing Hulu on a geo-targeted basis. This online video service delivers a selection of hit shows and movies from more than 410 content companies. Hulu gives viewers an opportunity to customize their viewing experience online. It is an additional opportunity to utilize Pre-Roll to an audience that prizes convenience of viewing on their schedule.

LOCAL CABLE

Cable television offers visibility, flexibility and the ability to target audiences demographically at low, efficient rates. Local Cable will be purchased within all counties throughout the primary and secondary markets. Over 75% of the inventory will be purchased in Prime (7P-11P, M-Su).

Cable television offers a world of opportunities, as different programming/networks can be purchased to reach all segments of the target audience. Because it is finitely targeted, cable television is often compared to magazines. The following cable networks are recommended to deliver all facets of targeted viewers:

- **A&E**

A&E Network offers viewers an opportunity to “Escape the Ordinary” with a distinctive blend of original, upscale programming featuring original movies, documentaries (including travel destinations) and intriguing mysteries. A&E reaches a more upscale, educated audience than most other cable networks.

- **BET – Black Entertainment Television**

The nation’s only network showcasing quality African-American programming 24 hours a day would be purchased to deliver advertising to the African-American audience. The programming is a mix of today’s hottest music videos, jazz, gospel, sports, news, public affairs, specials, etc. BET offers programming that reflects the interest and lifestyles of black Americans.

- **Bravo**

Bravo is an NBC Universal Cable network and is dedicated to film and the performing arts. Its schedule features original programming, feature films, theater, dance, music, and documentaries.

- **CNN**

Provides 24-hour access to people, places and events shaping the globe. Long defined the cable news marketplace. Prime audience is Adults 35-64, well-educated with a slight male skew.

- **Comedy Central**

As the only comedy network, it features 60% original programming and the biggest comedy stars. Audience viewership is nearly 60% male with a median age of 37.

- **CN8**

The Comcast Network (CN8) is 24 hours of news, talk, sports, and entertainment created by Comcast Cable Communications. CN8 is now on cable systems from Washington, DC to the New England area, broadcasting to 6.2 million viewers a day.

- **The Discovery Channel**

The Discovery Channel provides 24 hours-a-day of quality documentary and reality programming. The Discovery Channel offers the world’s finest informative entertainment about science and technology, history, exploration, the natural world, lifestyles, and how-to. Discovery has become one of the most popular programming services among cable subscribers nation-wide and attracts a younger audience.

- **E! Entertainment Television**

This network is devoted entirely to celebrities, entertainment, and pop culture. E! features entertainment news, gossip, comedy, fashion, and variety programming. E! goes behind the scenes to show the making of movies, television shows, Broadway hits, and music events. In addition, E! offers live in-depth coverage of awards shows such as the Oscars™.

- ESPN

ESPN's programming offers the widest and most diverse schedule of sports programming. Its extensive schedule include: the NFL, MLB, NHL, College Football/Basketball, Auto Racing and X Games. ESPN delivers advertising to the male audience.

- Food Network

Food Network is a unique lifestyle network and website that engages its viewers with likable hosts, personalities, and the variety of things it does with food. The network is committed to exploring new, different, and interesting ways to approach food — through pop culture, adventure, and travel — while also expanding its repertoire of technique-based information.

- FX

This flagship entertainment basic cable network from FOX features quality programming targeting Adults 18-49. The channel provides an array of programming, including original series and box office movie hits.

- HGTV

Home & Garden Television is the first television network with 24-hour programming dedicated to helping Americans make the most of their lives at home. HGTV's wide range of programming covers many categories, including decorating and interior design, gardening and landscaping, buildings, and remodeling, hobbies and crafts, as well as special interest programs on topics from home electronics to wine.

- Lifetime

Lifetime is known as "Television for Women." It features original programming and public service initiatives targeted to women. Nonprofit organizations and leading women's groups have recognized Lifetime's commitment to its viewers. Lifetime is dedicated to providing contemporary, innovative entertainment and information on-air and online that is of particular interest to women.

- News 12 New Jersey

News 12 New Jersey is the exclusive 24-hour local news channel dedicated to serving 14 counties in New Jersey. The cable-exclusive service currently reaches more than 1.8 million homes on the Cablevision, Comcast, Service-Electric, and Time-Warner cable systems in Northern and Central New Jersey. News 12 New Jersey is part of News 12 Networks, the first, largest, and most watched regional news network.

- The Travel Channel

The Travel Channel is the best source of information on travel ideas and in-depth programming about the people, places, and cultures of our world. It offers a variety of world-class travel documentaries, adventure excursions, world-class cuisine, and tips on travel.

- TBS

Superstation, Turner Broadcasting System, Inc.'s flagship network seen in more than 70 million homes, is the most watched network on cable. The superstation features

popular movies, high-profile original programming, sports, favorite comedies, and exceptional children's programming.

- TLC- The Learning Channel

TLC is the only network that offers people of all ages an enjoyable, entertaining way to satisfy their natural curiosity. It features nonfiction programming about science, history, real-life adventure, human behavior, and how-to-do for adults and commercial-free programming for preschool children.

- TNT

TNT is the home of the NBA. It also offers original productions, film festivals, and cartoons. TNT is an appropriate entertainment choice for the entire family.

- The Weather Channel

The Weather Channel provides 24-hour, real-time weather information and is the most up-to-the-minute and insightful source of weather. With over 80 meteorologists on staff, TWC is the leading source of weather expertise. It provides comprehensive conditions and forecasts nationally, regionally, and locally.

- USA

USA Network is cable television's leading provider of original series and feature movies, sports events, off-net television shows and blockbuster films. USA Network was the top-rated basic cable network in primetime during the 90s.

Spot Radio

SPOT RADIO

In this current climate of short messages, “tweets,” and, some would say, shorter attention spans, radio is still one of the most important tools for engaging with your audience. Spot Radio is demographically and geographically targeted, it builds frequency, and it offers the ability to deliver targeted, detailed copy.

Radio is a unique medium in that it offers interaction between the station, listener, and advertiser, through promotions and personalities. It can drive the consumer to a website or involve the listener in a contest and/or promotion.

Radio offers more added value opportunities than any other media vehicle. Examples of the types of added value available are free additional commercials, remote broadcasts for events, contests, streaming video on station websites, etc. Web link and logo will be included on every station’s buy. As the buys are being made, promotions and contests will be initiated with the selected stations and coordinated with MWW to maximize potential consumer participation.

A combination of radio programming formats would be purchased to reach all target audience components. Approximately 75% of the inventory bought will be in primetime AM (6A-9A), Day (10A-3P) and PM (3P-7P) time periods. Each station will be selected for its target audience as well as its geographic reach. The

station selection will be quite diverse as we reach across demographic cells. Examples of programming formats along with their primary audience include:

Soft Adult Contemporary – Women 18-49

Lite Rock – Women 25-49

Oldies – Adults 35-64

Classic Rock – M35-64

Sports Talk – M18-54

News/Talk – Adults 35-64

Contemporary Hits – A18-34

Urban Adult Contemporary – A18-34 (African-American as well)

Hispanic – A18-49

In addition, we are recommending Pandora, the Internet Radio service. Pandora’s ability to provide a personalized mix of music adds another dimension to the spot radio plan and reaches many listeners in another venue beyond local spot radio.

INTERNET

The Internet will play a major role in delivering the objectives of the campaign. The recommended campaign contains a combination of display advertising and keyword search. Both elements are essential to reaching all target elements. To maximize audience relevance, the effort will be geo-targeted to the

primary and secondary geographic regions only. In terms of display, we will utilize several targeting techniques to optimize audience delivery:

Behavioral Targeting – Site-collected data can be used to create visitor profiles. When the visitors return to a specific site or a network of sites using the same web browser, these profiles can be used to allow an advertiser to position their online ads in front of these visitors. By definition, these visitors are better prospects for the advertising message by virtue of their web visitation history.

Contextual Targeting – The content of the ad is in direct correlation with the content of the web page that the visitor is viewing. It plays directly to the relevancy of the site’s editorial to the ad message.

Look-a-Like Targeting – Reaching web audience that exhibit same characteristics of target audience – geography, online behavior, browser history, etc.

Through these techniques (and others), we will be able to serve the ads to all facets of the target audience on a very cost effective basis. Types of sites that will be evaluated for this effort will include major portals (Google, Yahoo!), regional sites (nj.com, philly.com, nytimes.com), travel sites (Tripadvisor.com, Lonelyplanet.com, Travelzoo.com), news/information sites (CNN.com, Foxnews.com, MSNBC.com). Other categories will be analyzed as well as we look to effectively reach ALL target segments.

Ad units will vary as we look to create impact and visibility on the selected sites. We will utilize the following mix:

- Homepage takeovers – Take over all ad inventory on the home page for a set period of time
- Full page Skin – Take over space surrounding the page content to deliver the message
- Portraits (300 x 1050) – oversized vertical unit that dominates page
- Banner ad (Rich Media) – Standard banner units that contain animation, audio, flashing colors and other enhancements that encourage consumer engagement and interaction with the advertising
- Pre-Roll – promotional video message

We are also recommending a Keyword Search program for the entire length of the flight. In collaboration with the client, we will develop a list of keywords and phrases that will optimize the search response. The search program can be adjusted on a weekly basis to focus on those words that have been particularly effective in generating clicks. This program will be placed on Google, Yahoo! and Bing. The keyword search effort will be geo-targeted and drive people to a special micro-site or landing page.

OUT-OF-HOME

For a campaign that demands rapid awareness and repeated frequency,

out-of-home is the perfect vehicle to achieve that goal – they can't and they won't be ignored. Our recommendation calls for the use of printed billboards (14' x 48' or 20' x 60') as well as smaller boards known as 30-sheet posters (10'5" x 22'). This combination will run in all primary and secondary markets at varying levels. Outdoor boards offer the following benefits to this campaign:

- Total Reach – Placement in the public domain along major arteries ensures broad coverage and works well with a mobile medium like radio
- Constant Exposure – Every day, the message generates repeated exposure delivering the message over and over again
- Cost Efficiency – The lowest cost-per-thousand of any medium
- Large Canvas – The size of these boards provides an impressive backdrop for the advertising message

Each location will be carefully selected to maximize visibility. Brushfire has long-standing relationships with the major outdoor companies in virtually every one of these markets, which will insure that the client will receive the best possible locations at the lowest price.

In addition to outdoor boards, we are recommending Cinema advertising. We can utilize the television spot for this medium. The advantages of movie theater advertising are quite impressive:

- Large-screen provides impressive showcase for the commercial
- Ad recall is two times better than television
- Moviegoers are a younger, active, more affluent consumer group
- Captive audience and frequent repetition throughout the advertising period ensures message is being seen and retained
- Less fragmentation than television or radio

Cinema advertising will be purchased in all primary and secondary markets. It is an ideal medium to complement television advertising.

MEDIA PLAN BUDGET SUMMARY

Plan Component	Cost
Spot Television	\$ 3,707,550
Local Cable Television	\$ 5,146,095
Spot Radio	\$ 3,032,700
Out of Home Elements	\$ 4,259,655
Internet	\$ 750,000
Keyword Search	\$ 104,000
Production	\$ 765,000
Total	\$17,765,000

SUMMARY OF ADVERTISING DELIVERY

To summarize our recommended paid media approach, we will focus on audience segments that encompass virtually everyone who might consider a vacation to the New Jersey Shore – in other words, Adults 18-64. Our targeted approach splits the media presence proportionately between our core New Jersey and Tri-State audience and potential visitors in outlying yet critical markets as far away as a Pittsburgh, PA; Washington, DC; and north into Eastern Canada. An effective media mix, including Spot TV, Local Cable, Spot Radio, Internet and Out-of-Home will help sing our message from the virtual rooftops: “New Jersey is Open for Business!”

Summary of Advertising Delivery:

Adults 18 -64					
Flight	Market	Reach*	Frequency**	GRPs***	Impressions****
April 7 – July 7, 2013	Primary	96	61.4	5,896	1,131,856,800
	Secondary	95	36.8	3,496	355,480,270
July 8 – September 1, 2013	Primary	93	29.5	2,748	527,445,260

*Reach = percentage of target that is exposed at least one to ad schedule

**Frequency = average number of times target audience is exposed to ad schedule

***Gross Rating Point (GRP) = a measure of intensity of media program expressed as a Percentage of target population

****Impressions = number of exposures to a media vehicle

Superstorm Sandy Recovery

Media	Unit	April				May				June				July				August				September				Total Cost				
		25	1	8	20*	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	Net +5%		
Spot TV: Primary Markets	50% :30 & 50% :15					100 A18-64 GRPs/week								75 A18-64 GRPS/week												20 weeks				
Cost/Flight																														\$3,707,550
Local Cable Primary Markets	50% :30 & 50% :15					100 A18-64 GRPs/week								100 A18-64 GRPS/week												20 weeks				
Cost/Flight																														\$3,884,100
Local Cable Secondary Markets	50% :30 & 50% :15					75 A18-64 GRPs/week																12 weeks								
Cost/Flight																														\$1,261,995
Spot Radio Primary markets	:30 (Bonus :10s)					200 A18-64 GRPs/week								100 A18-64 GRPS/week												20 weeks				
Cost/Flight																														\$2,083,200
Spot Radio Secondary Markets	:30 (Bonus :10s)					125 A18-64 GRPs/week																12 weeks								
Cost/Flight																														\$949,500
Billboards Primary Markets	14x48					7-10 units per market per month								7-10 Units per market per month												20 weeks				
Cost/Flight																														\$1,500,000
Billboards Secondary Markets	14x48					6-8 units per market per month																12 weeks								
Cost/Flight																														\$800,000
30-Sheets (Small Billboards) Primary Markets	10'5"x22'					50-75 units per market per month								30-45 units/market/month												20 weeks				
Cost/Flight																														\$549,655
30-Sheets (Small Billboards) Secondary Markets	10'5"x22'					50-75 units per market per month																12 weeks								
Cost/Flight																														\$450,000
Cinema Screens Primary & Secondary Markets	:30 Commercial					1,000 Screens per market per month																12 weeks								
Cost/Flight																														\$960,000
Internet Primary & Secondary Markets	Home Page Takeovers, Rich Banner ads, Portraits, Skins					Various sites																12 weeks								
Cost/Flight																														\$750,000
Keyword Search Primary & Secondary Markets						Google, Yahoo, Bing,								Google, Yahoo, Bing												20 weeks				
Cost/Flight																														\$104,000
Total Cost by Flight:						\$12,998,110								\$4,001,890								Grand Total:				\$17,000,000				

* Note: Media Plan will begin on April 20th

Primary Markets include: New York, New Jersey, Philadelphia, Wilkes Barre/Scranton, Harrisburg/Lancaster/York/Lebanon

Secondary Markets include: Baltimore, Washington D.C., Pittsburgh, Albany/Schenectady/Troy, Rochester, Buffalo, Eastern Canada

MY JERSEY SHORE.

+ What does the New Jersey Shore mean to you? To those that live and work there, it's simply "home." To those who summer there year after year, it's like coming home. The familiar names of the Shore towns — Ocean City, Sandy Hook, Cape May, Seaside Heights, Asbury Park, Atlantic City — bring to mind long, hot summer days; miles and miles of beautiful sandy beaches; a world-famous amusement park and boardwalk; Bruce Springsteen and the E Street Band rocking long into the night; or perhaps New Jersey's most famous son, Ol' Blue Eyes himself, Frank Sinatra headlining at a casino in days of yore.

That all changed in late October 2012 when Superstorm Sandy wreaked havoc on the tri-state area. Now when people think of the Jersey Shore they think of the catastrophic damage left in the storm's wake.

MWW/Brushfire and the New Jersey Economic Development Authority (NJEDA) are determined to change that perception by showing that the New Jersey Shore is stronger than the storm and that it's open for business in summer 2013. We aim to remind people that the Shore is still the best place to build lasting summer memories. We want to get them to say, "It's My Jersey Shore and I'm proud to be going back!"

That's no easy task because the devastation is so widespread it seems inconceivable that the more than 40 towns that comprise the Jersey Shore could possibly reopen in time for the 2013 summer season. But when times are tough, we all come together. This is one of those times. The New Jerseyans' resilient spirit of New Jerseyans was never more evident than in the days and weeks following Sandy. "We'll rebuild because that's what we do" became the rallying cry heard over and over again. And it's happening with astonishing speed. When summer 2013 arrives, the Jersey Shore will once again be celebrated as a cherished and memorable destination by beachgoers and vacationers alike.

From enjoying dinner at Jake's Crab Shack in Belmar... sampling homemade fudge, caramel, candy apples, and salt-water taffy on Jenkinson's Boardwalk in Point Pleasant Beach... making an annual pilgrimage to Cape May in November to watch the spectacular sunset at Cape May Point State Park... going back to Seaside Heights in February to watch the Polar Bear Plunge, the Jersey Shore is uniquely "mine." Iconography, photographs, memories, and conversation bring us back to the Jersey Shore we call home.

It's **MY** Jersey Shore.

To that end, MWW/Brushfire has developed a campaign centered on the iconic nature of the Jersey Shore. Leading up to the Memorial Day weekend, the unofficial start of summer, MWW/Brushfire will endeavor to show that the Jersey Shore is ready to help visitors create new and lasting summer memories.



INTRODUCTION

+ Let's review what we know.

- The Jersey Shore continues to evoke great nostalgia and sentiment
- People want to spend their summer there.
- But they believe it is in a state of ruin.

+ How do we correct that misperception?

We show them that the shore is open for business.

We show them that the shore is stronger than the storm.

We show them that the shore is still the best place to build their summer memories.

+ **We get them to say, "It's My Jersey Shore," and I'm proud to be going back.**

That's our organizing thesis. It ladders up to each of Brushfire's three paid media concepts. It informs and activates our audience. And it gets them to reclaim ownership of a place that we all love.

My Jersey Shore is stronger than the storm.

My Jersey shore is ready for new memories.

My Jersey shore is...

Whatever I make of it.



A BLUE RIBBON MOMENT

+ There are times when we all come together. This is one of those times.

This summer, millions of people who love the Jersey Shore will proudly sport My Jersey Shore ribbons (in Jersey blue: what else?) next to their beach tags.

We'll do it to support our local shops and restaurants.

We'll do it to support our favorite towns.

We'll do it to celebrate the Jersey Shore.

ONE COMMUNITY OF MANY

+ Over forty towns comprise the Jersey Shore, each as distinct as the other. We'll use technology to help each visitor find his or her own Jersey Shore, and to share in the experience of My Jersey Shore with millions of other people.

MYJERSEYSHORE PORTAL

A custom web-based trip builder that allows potential vacationers to find the perfect Jersey Shore vacation for them and their family. By answering a few simple questions, the site will provide recommended beaches and communities and expose users to the vast amount of culture and activities that exist throughout the Jersey Shore. By incorporating data from the user's social graph, the site will further tailor recommendations based on peer reviews from those that are in the same social circles or come from similar demographic backgrounds to offer the most personal and rewarding experience possible.





MYJERSEYSHORE APP

As an extension of the portal, the "My Jersey Shore" mobile app aims to provide travelers with all the information they need to make the most out of their Jersey Shore vacation, incentivize them for shopping locally and providing them easy access to share their memories to the outside world. It will aggregate discounts and savings that will reward travelers for shopping locally, allow them stay up-to-date on a calendar of local events, help them discover more Jersey Shore destinations and provide the ability to share photo memories with their social networks.



USER EXPERIENCE

1. Keep it simple and clean
2. Be inspirational
3. Build a platform for sharing based on nostalgia, heritage and 'newness' of NJ Shore.
4. Feed your content stream frequently
5. Aggregate and distribute relevant across all of our communications channels

SOCIAL INTEGRATION

Look to popular social media hubs to connect, share and participate in conversations.

In addition to linking out to all social hubs and directing back from our fanpages, we recommend featuring live streams across the site in order to avoid having a visitor leave in order to read top news or posted information.

Invite direct participation on areas of the site allocated for consumer, business and trade.

1. UGC
2. Blog Posts

A vibrant fair booth with large inflatable characters and people watching. The booth is filled with colorful inflatables, including a large white character with a red skirt, a pink pig-like character, and a blue character. People are standing in front of the booth, looking at the displays. The background features a sign that reads "RING-A-BOTTLE" and "RING-A-BOTTLE FAMILY FUN".

**PHASE 1:
Pre-Season: Priming
Tourism, Generating Buzz...
Getting People Involved**

- + A program comprised of eight initiatives, aimed at building excitement and promoting understanding that the Jersey Shore is open for business.

WHAT IT IS

In order to engage vacationers before the beach season, during the critical period when many make their summer getaway plans, we will conduct multiple media-driven activities to create positive attention and interest in the Jersey Shore as the beach destination for 2013. We will develop media partnerships and opportunities, kick off consumer competitions as well as launch stunts and social media applications – all sparking interest and changing perceptions of the shore being closed, highlighting the shore's new and pre-existing attractions, spurring nostalgic memories and creating a call to action to support and visit the shore this summer.

RESULTS:

- Generate excitement and attention for the shore while people are planning summer vacations; engage and activate grassroots ambassadors and evangelists for the shore.
- Offer a call to action to support and visit the Jersey Shore this summer
- Create social media engagement and a personalized experience utilizing multiple digital touch points, allowing potential visitors to find their ideal vacation spot
- Seed the story on shore's recovery and readiness for the 2013 beach season
- Highlight the shore's businesses and restaurants
- Get local business interested, engaged and excited about the MyJerseyShore campaign
- Leverage peer reviews to build the trust and relevance from like-minded individuals
- Replace the devastating iconic image with an inspiring visual and message about the Jersey Shore
- Generate international media attention with positive associations to the Jersey Shore's recovery
- Place the Jersey Shore back on the map on a global scale as a cultural destination

HOW IT WORKS

The following are multiple Phase 1 activities and a brief description of their execution:

PRE-SUMMER KICK-OFF MOBILE COUNTDOWN CLOCK

To build anticipation and excitement for the grand re-opening of the Jersey Shore summer beach season, users that download the MyJerseyShore mobile app prior to Memorial Day will be greeted with a teaser experience that offers an official Summer Kickoff countdown clock the weeks leading up to Memorial Day weekend. This clock will exist on a national stage via a digital billboard in Times Square and as a downloadable application for e-devices and smartphones. The clock will tick away until the Thursday, May 23rd grand opening celebrations begin, at which point a whistle will blow and a live feed from the festivities will be shown.



MYJERSEYSHORE DIGITAL INTERACTIVE MAP

In speaking with Jersey Shore-goers and enthusiasts, many explained that the greatest obstacle with booking a Jersey Shore getaway this year is knowing which accommodations, businesses and restaurants are open and available. In working with local departments of commerce, we will create a simple digital map that highlights all the Jersey Shore destinations that are open for business during the 2013 beach season. The map will be updated daily to reflect status changes.



MYJERSEYSHORE 130-MILE BEACH WALK

Sometimes, the best new idea is actually an old idea. Each summer between 1979 and 1996, Bill Bradley famously staged an annual beach walk from Cape May to Sandy Hook. We'll pick up where he left off. In order to supplant the countless images of devastation at the Jersey Shore with tourist-enticing photos of clean beaches and refurbished boardwalks, we will initiate an organized, 130-mile beach walk and press event. Celebrities, local dignitaries, business owners and residents will along the beaches and boardwalks in each shore town on one designated day – at one designated hour – to capture and

post images of their beautiful landscapes on Facebook, Instagram, and other social media outlets and platforms. Collectively, we will cover the full span of the Jersey Shore in the space of less than two hours. The aim is for people to upload idyllic photos of what “MyJerseyShore” looks like today, and to post at least one thousand images that demonstrate that the New Jersey Shore is open and ready for the 2013 beach season. The resulting media coverage will drive home in dramatic fashion that over 100 miles of beachfront are open, and ready for business. The walk itself will act as a call to action for thousands of participants, whose enthusiasm and engagement will catch fire.

**“YES, WE’RE OPEN” HIGHWAY SIGNS**

To further demonstrate that the shore is open for the beach season through an impacting and buzzworthy visual, we will develop oversized versions of the “Yes,

We’re Open” signs often used on retail doors and place them next to key Jersey Shore exists along the Parkway and Turnpike.

MYJERSEYSHORE BUSINESS TOOL KITS

To get the small business community excited about the MyJerseyShore campaign, we will develop special tool kits that have items that connect them to the various programs. The kit will include:

- **MyJerseyShore Signage** – Windows and door decals with the campaign slogan and an open for business-related tagline to encourage local shopping and dining. (The more this sign is displayed and seen, the more “open” the shore will appear to the public).
- **MyJerseyShore Reward Program Details** – QSR codes and materials that explain the shop/dine local rewards program.
- **Event Tickets** – Tickets and invitations to the ribbon cutting, grand opening and celebration events.
- **MyJerseyShore T-Shirts & Gear** – Campaign-branded hats, shirts and gear with the campaign slogan to show support.
- **Cookbook Submission Forms** – Offer all restaurants and bars the opportunity to submit recipes for signature dishes and cocktails for a MyJerseyShore Cookbook that will be published, distributed and publicized later in the summer and throughout the off-season. (See section x).



MYJERSEYSHORE MUSIC COMPETITION

The state of NJ is the only state in the U.S. without an official song, and it's about time it has one. We will issue a call to all NJ musicians to create a song that represents the strength of NJ and depicts the beauty of its shore. Radio promos and live remotes will build excitement around the competition. As a reward, the band with the winning song will get to perform it with a NJ headliner (e.g., Bon Jovi or Bruce Springsteen) at the Jersey Shore's grand opening event during Memorial Day Weekend. Live recordings can later be sold for charity and radio airings will serve as further promotion for the shore.



SPOKESPERSON PARTNERSHIP

In order to bring a face and voice to the MyJerseyShore campaign and the shore community before the season begins, we will partner with an NJ native celebrity to serve as the Jersey Shore's brand ambassador to conduct media interviews and participate in events to generate press attention and interest in the shore this summer.

The following are additional media outreach opportunities and partnerships we will conduct, which will offer key engagement opportunities with local businesses who can tell their powerful stories and can express their eagerness for tourism this summer:

- Magazine news piece (e.g., 60 Minutes, Dateline, CBS Sunday Morning) profiling the recovery of the Jersey Shore since the storm, marking the progress made and the communities open for summer
- Live national morning show broadcasts (e.g., Today Show, GMA, Early Show) from the Jersey Shore to highlight the Shore's beauty, readiness for tourists and its new 2013 attractions
- Food Network partnership – create a Jersey Shore-centric episode of a highly popular show (e.g., Chopped featuring New Jersey Shore chefs and Jersey sourced ingredients, Best Thing I Ever Ate from the Jersey Shore) to highlight the shore's highly regarded chefs and restaurants
- PBS Special – shoot and air a documentary-style piece that profiles the journey of the recovery to the tourism readiness of the Jersey Shore
- Spotlight on Seaside Heights Roller Coaster – leveraging the removal of the wreckage to create a memorable and iconic media moment:



MY
JERSEY
SHORE

STEELING FOR SUMMER


✦ The Seaside Heights roller coaster washed into the sea has become one of the most iconic images from the storm. It was seen all over the world, and it's been engrained in most people's thoughts as the image that represents the devastation and the state of the Jersey Shore. During this campaign, it will be key to replace that visual with a positive one that serve as a representation that New Jersey beaches are back and open for the summer season.



On the day the structure is removed from the sea, host a press conference that not only publicly celebrates the milestone but announces a commissioned group of NJ and internationally renowned artists to create sculptures made from the steel remnants. By converting the wreckage into inspiring pieces of art, we tell the story of the Shore's recovery and spur an enormous amount of local and international media attention with positive visuals that help shift perception and bring hope and pride to local Shore communities. The sculptures will be unveiled during the opening of the beach season and then be exhibited throughout the world, with an emphasis on key locations for Jersey Shore tourism, including the Northeast, Canada and Europe.

MEDIA OPPORTUNITIES INCLUDE:

- Teasers on the MyJerseyShore campaign and what's to come from the Jersey Shore
- Profiles on the Jersey Shore's journey since October and its thriving local business owners
- Information on how to learn what's available and how to book a Jersey Shore getaway this year



**PHASE 2:
My Jersey Shore Grand
Re-Opening Ceremonies
& Blue Ribbon Program**

ffy #M
s fishing with Uncle Timm
skeeball
#My Jers

- + A dramatic kick-off before and during Memorial Day Weekend, announcing in style that the Jersey Shore is back.

WHAT IT IS

The start of this year's beach season will be one of the most momentous occasions for the Jersey Shore. We will ensure all eyes are on the New Jersey beach communities that are open for the season by hosting a monumental grand opening ceremony and events leading up to and through Memorial Day weekend.

OBJECTIVES:

- Displace post-storm images with a stunning visual of the Jersey Shoreline with a monumental ribbon cutting
- Send a clear message to consumers around the tri-state, the country and the world that the Jersey Shore is open for summer
- Create a groundswell of national and local media coverage the Jersey Shore being open for the season
- Kick off the season in a way that associates the shore with fun events and activities
- Generate consumer interest and buzz about the Jersey Shore
- Engage and activates the public to support and promote the shore by wearing the symbolic campaign blue ribbons

HOW IT WORKS

On the Thursday before Memorial Day weekend, the official grand opening of the 2013 Jersey Shore beach season will be marked by the largest ribbon cutting ceremony in the world along the 130-mile stretch of the Jersey Shore, breaking the current world record by well over 125 miles. (How many feet of ribbon are in 130 miles? Glad you asked: about 686,400.)

Local mayors, business owners, and residents from the shore along with celebrities from the Garden State will be invited to hold up the Jersey Blue colored ribbon while wearing Jersey Blue colored shirts – creating a stunning visual on the beautiful, picturesque Jersey coastline. The governor, the celebrity campaign ambassador and other interested VIP New Jersey celebrities will host a press conference and then cut the ribbon at 5 p.m. on Thursday, marking the official opening of the 2013 beach season at the Jersey Shore.

After the event, the ribbon will be cut and assembled into tens of thousands of smaller ribbons that shore residents and visitors will wear to show support for the Jersey Shore. The Jersey Shore blue ribbon will become a trademark symbol of the campaign and will demonstrate consumer support for visiting the shore in 2013. The ribbons will be distributed to local shore owners to give away, or to sell and raise funds for the ongoing recovery efforts. Car magnets and decals can also be produced and sold for drivers to show their support. We will keep ribbon distribution local, in order to encourage local business owners to participate in the campaign and to activate their networks.

Social media will play a key role in encouraging people to find, buy – beg, steal or borrow – a blue My Jersey Shore ribbon.

After the ribbon cutting, multiple events will take place, including the unveiling of the MyJerseyShore steel sculptures, a custom cake delivered by Buddy Valastro of Cake Boss, multiple performances by high-profile NJ Shore cover bands and weekend music, arts and comedy festival with special VIP guest appearances.


MEDIA OPPORTUNITIES INCLUDE:

- Record-breaking ribbon cutting event that will generate national and local attention
- Aerial imagery of the ribbon, running the span of the Jersey Shore.
- Celebrity interviews and photo opportunities
- Stories from the local business owners who attend the event
- Performances by native NJ acts

DIGITAL INTEGRATION OPPORTUNITIES:

- “MyJerseyShore” Spotify playlist with music from event performances as well as classic Jersey Shore Anthems
- Encourage attendees to live tweet from the ceremony using the #MyJerseyShore hashtag
- Push out content through the MyJerseyShore Portal (i.e. performance videos,
- Live radio remotes



A photograph of a carousel at night. The carousel is illuminated with many warm white lights, and its canopy is decorated with star-shaped lights. In the foreground, a woman in a dark dress is walking away from the camera. The background shows other amusement park structures and a dark sky.

**PHASE 3:
Shoring up
Support for
MyJerseyShore
All Summer Long**

- + A summer-long campaign in twelve components, from Cape May to Sandy Hook and back again, aimed at stoking the fires of popular enthusiasm.

WHAT IT IS

After generating a groundswell of media and consumer attention leading up to and through the launch of the beach season, we will then activate a series of relevant events, programs and initiatives throughout the summer that sustain media coverage and consumer engagement for the MyJerseyShore campaign as well as offer opportunities to depict the beauty, attractions and fun of the Jersey Shore.

OBJECTIVES:

- Renew focus on the visual iconography of the shore, to reinforce its restoration and viability.
- Visually correct lingering misperceptions about the physical condition of the shore
- Reinforce the paid media campaign and strengthen focus on the Jersey Shore as open for business, stronger than the storm, and the best place to create tomorrow's memories.
- Emphasize the diversity of the shore and its visitors.
- Create compelling visuals of the shore and its attractions
- Engage press and consumers well beyond the summer kick-off period
- Offer multiple ways for individuals to show support for the Jersey Shore this summer
- Create multiple opportunities for social media engagement
- Furnish opportunities to engage local business owners in the MyJerseyShore campaign, and for these business owners, in turn, to activate their network of customers and friends

HOW IT WORKS

Each week, a new event designed to reinforce the pervasive theme of the MyJerseyShore campaign – that we're back, we're strong, and we're memorable.

CELEBRITY MINI-GOLF COMPETITION

Draw big crowds and press attention to the reopening of the shore's famous miniature golf courses by hosting an NJ celebrity charity competition. Partner the celebrities with local children from recovery areas to raise money for their towns.

SHORE-WIDE SUPER SANDCASTLE CONTEST

Host an oversized sandcastle contest on the entire 130-mile stretch of the shore's sandy beaches. A notable NJ celebrity judge will review all the entries from either a boat or helicopter and declare a winner.



FUNNEL CAKE EATING CONTEST

Bring press and camera crews to the Jersey Shore boardwalk with a funnel cake eating contest that rivals the 4th of July Nathan's Hot Dog eating competition. Cash prizes and exciting visuals will generate attention and buzz for the shore's fun new attraction.

MYJERSEYSHORE "SURF'S UP" COMPETITION

It's surprising to many that the Jersey Shore has some of the best surfing on the Eastern seaboard. To get the message out the Jersey Shore's world-class waves are ready for riding, we'll host a competition that attracts the best surfers in the world as well as lots of local media and international press to the Jersey coast.

MYJERSEYSHORE COCKTAIL

Challenge all the bar and restaurants of the Jersey Shore to create an official signature cocktail that ties back to the campaign. Celebrity chefs and mixologists can help judge the competition, and the winning cocktail can be the official cocktail of the Jersey Shore for 2013.

MYJERSEYSHORE FIRST JOB CELEBRITY APPEARANCES

Enlist NJ celebrities who worked at the Jersey Shore during their youth to take up their old jobs for a few hours one day to draw media attention and create photo opportunities.



AC ROLLING CHAIR RACE DAY

The famous rolling chairs have been an Atlantic City staple since the late 1880s. Revive the craze and create a visual celebration on the Atlantic City boardwalk with a day of rolling chair races, generating fun images through traditional and social media.

JERSEY SHORE WEDDING REDO

Invite couples who were unable to get married at the shore during the weeks following the storm for a mass wedding redo event. We'll hire local wedding planners, caterers and florists who will demonstrate the best of what a Jersey Shore destination wedding can be. Community leaders can officiate the en masse ceremony, and the stunning visual of a group of brides and grooms along the shore as well as their personal MyJerseyShore stories will generate mass coverage and interest from wedding and women's magazines as well as mainstream news outlets. The program offers a convenient partnership opportunity with a major morning news show (e.g., Today).

THROW DOWN WITH BOBBY FLAY, BOARDWALK FOOD

Partner with the popular Food Network program to highlight one of the boardwalk's iconic food attractions. Beyond the attention generated from the show's viewers, the episode taping will attract a large crowd and media buzz.

NJ AUTHORS BOOK READING DAY

Highlight the shore's local and independent bookstores that are open for business with a book reading day by notable authors from New Jersey.

FIRST ANNUAL TUG-OF-WAR COLLEGE CONTEST

Speak to the strength of the shore by hosting a tug-of-war contest on the beach. Every New Jersey college will send ten of its best athletes (five women, five men) for a Tug of War contest. We will activate alumni communities to promote and drive traffic to the event. The winning team earns twelve-month possession of the My Jersey Shore Cup (inscribed with the college or university's name), and a \$25,000 contribution to its athletic program.



“GO FLY A KITE” DAY

Capture a stunning visual of the Jersey Shore by encouraging kids along the entire coast to “go fly a kite” at a designated time on a specific day.

MEDIA OPPORTUNITIES INCLUDE:

- Pre- and post-coverage of all the events
- Celebrity interviews and photo opportunities
- Multiple photo opportunities from the visual events

MYJERSEYSHORE MOBILE APP INTEGRATION

- App updates to become a consistent one-stop digital guide for all weekly activities happening on the Jersey Shore, featuring:
 - An ever-updating calendar of Jersey Shore events
 - Aggregated exclusive local business savings & rewards powered by Foursquare & Yelp
 - A toolkit will be developed that is available free of charge for Jersey Shore businesses that wish to participate in the rewards program
- Integrated functionality to allow for sharing photos memories across a multitude of social networking sites:
 - Instagram
 - Facebook
 - Twitter
 - Google+
 - Flickr



A silhouette of a person fishing on a beach at sunset. The person is standing on the wet sand, holding a fishing rod. The sun is low on the horizon, creating a bright reflection on the water and sand. The sky is filled with soft, wispy clouds. The overall mood is peaceful and nostalgic.

PHASE 4: SUSTAINING BUZZ FROM SUMMER 2013 THROUGH NEXT SEASON

A program to sustain awareness,
nostalgia and emotion through
the fall and winter.

CELEBRATING INDIAN SUMMER

WHAT IT IS

After Labor Day, many locals believe that the Indian Summer is actually one of the best seasons at the shore, making it a popular one for weddings. We will highlight the travel appeal of this period, when the climate is temperate and the beach crowds settle, by creating events that sustain media coverage and consumer engagement

OBJECTIVES:

- Create sustaining media coverage and attention for the shore past Labor Day
- Demonstrate how the Jersey Shore is an idyllic wedding destination
- Encourage visitors beyond the traditional summer season and kicks off a new season of travel to the shore

HOW IT WORKS

The following are sample programs we will initiate from September through November:

JERSEY SHORE WEDDING REDO

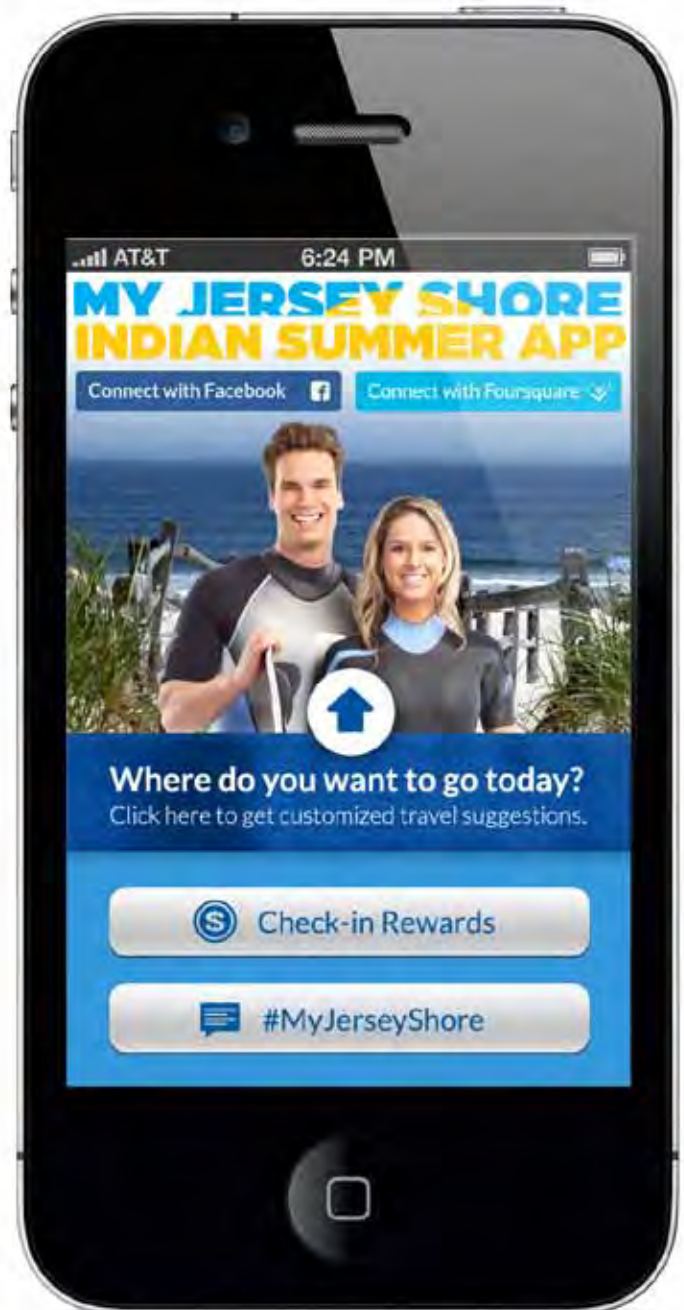
Invite couples who were unable to get married at the shore during the weeks following the storm for a mass wedding redo event. We'll hire local wedding planners, caterers and florists who will demonstrate the best of what a Jersey shore destination wedding can be. Community leaders can officiate the en masse ceremony, and the stunning visual of a group of brides and grooms along the shore as well as their personal MyJerseyShore stories will generate mass coverage and interest from wedding and women's magazines as well as mainstream news outlets. The program offers a convenient partnership opportunity with a major morning news show (e.g., Today).

MYJERSEYSHORE INDIAN SUMMER UPDATE

Starting on Labor Day, the campaign's mobile application and web portal will automatically offer 30 bonus days of summer and will become an "Indian Summer" guide to the Jersey Shore. The app will push out a notification alert to unlock features that extend offers past Labor Day, and the countdown clocks will reset with thirty days remaining. Users will also find an updated trip builder feature that offers weekend getaway and late-season vacation experiences as well as loyalty incentives that encourage travelers to continue exploring all that the Shore has to offer in the fall season.

MEDIA OPPORTUNITIES INCLUDE:

- Beautiful visuals from the mass wedding celebration
- Stories from the brides and grooms on the happy day
- Profiles on the local businesses featured in the wedding (e.g., florists, caterers, wedding planners)



MYJERSEYSHORE APP – EXTENDED LOYALTY PROGRAM

+ Partnerships and Social Media Outreach

WHAT IT IS

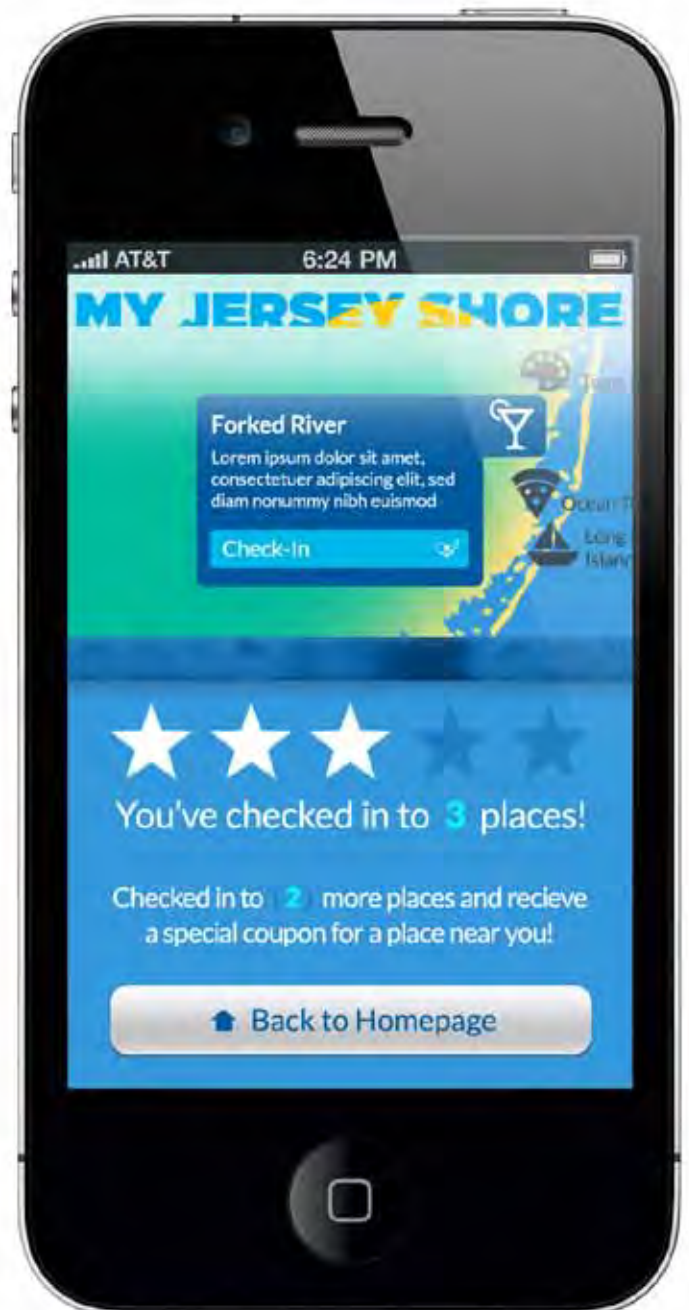
During the shore's offseason, we will continue to support local businesses and the use of the MyJerseyShore app by extending the mobile incentive program that rewards beachgoers for shopping at the shore.

OBJECTIVES:

- Increase awareness of and engagement in community commerce
- Reinforce consumer connections to their favorite local businesses
- Move the needle on economic recovery
- Create a public affairs opportunity to join the national conversation in support of small businesses

HOW IT WORKS

MWW will secure partnerships with local businesses to offer discounts and/or preferred access incentives, and the participating businesses will receive signage to showcase their involvement and highlight their contribution to the community.



MYJERSEYSHORE SUMMER ENVY

WHAT IT IS

For all those who missed a great summer at the Jersey Shore in 2013, we're going to encourage visitors and shore supporters to show off (and rub in) just what they missed. We will create social media platforms for visitors to post their favorite photos and videos from the season, issue merchandise that highlights the best of the summer and all of its iconic and groundbreaking moments, keeping all the summer memories alive through the off-season.

OBJECTIVES:

- Create opportunities for additional media coverage and attention for the shore in the off-season
- Convey the message that the Jersey Shore is back through consumer generated images and content
- Create a "best of" collection of images that can be easily accessed and utilized by media and by prospective visitors in 2014
- Generate consideration of 2014 travel by 2013 skeptics
- Open new revenue streams to support recovery and commerce effort

HOW IT WORKS

The following are sample programs we will initiate from September through November:

MYJERSEYSHORE ENVY PHOTO & VIDEO CONTENT

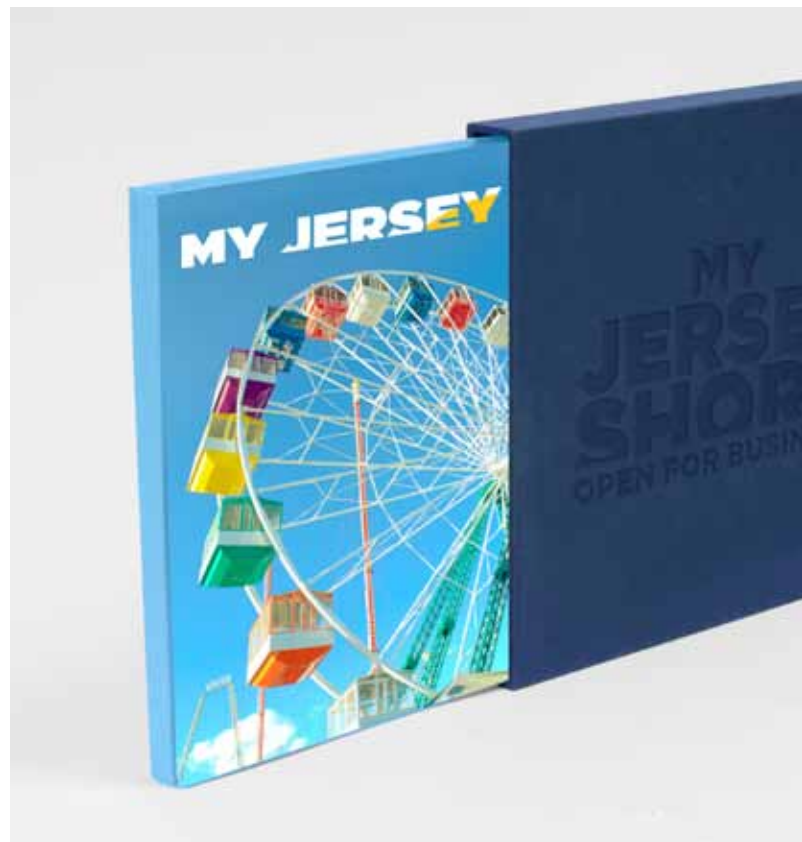
We will create digital channels and a contest hashtag for people to upload their favorite Jersey Shore summer moments of 2013. This initiative will further suppress the post-storm images with positive images of the 2013 summer season as well as encourage interest in tourism for 2014.

MYJERSEYSHORE SUMMER 2013 COFFEE TABLE BOOK

During the 2013 summer season, we will commission a well-known NJ photographer to capture beautiful and iconic images of the Jersey Shore. The photos will then be used to create a book that juxtaposes 2013 summer images against the images after the storm. These compelling, contrasting photos will only further demonstrate the Jersey Shore's remarkable recovery. After the summer, we'll publish the book and conduct a media tour with the author will all proceeds used for further recovery efforts.

MEDIA OPPORTUNITIES INCLUDE:

- Compelling imagery and a book promotion from a famous local photographer
- Local coverage of the consumer video and photo contest



SUPPORT MYJERSEYSHORE – MOBILIZING CORPORATE VOLUNTEERISM AND BUSINESS TOURISM

WHAT IT IS

Long after the high tourist season is over, many areas will still be in recovery mode. To help these areas continue their rebuilding efforts, MWW will launch an off-season cause marketing initiative that calls upon New Jersey businesses to support “their Jersey Shore” through brand partnerships and corporate volunteerism.

RESULT:

- Increase corporate awareness and engagement in areas that need additional support
- Move the needle on recovery so that the Shore is in even better condition next season
- Increase corporate consideration for hosting economic boosting conferences at shore locations
- Highlight the story of what will be available next season

MWW will also initiate a program to encourage and enlist businesses to assist with shore’s recovery and economic development by hosting their conferences at local convention centers.

HOW IT WORKS

MWW will secure brand partners to provide financial, physical and human resources for the ongoing restoration efforts. Targets include New Jersey-based companies with household and home improvement products like Verizon Wireless, Benjamin Moore & Co, Tyco International and Johnson & Johnson to offer product donations, funds and volunteers. Additional efforts will be made to encourage upcoming conferences to take place at the shore.

MWW will also secure partnerships with philanthropic organizations and coalitions of grassroots volunteers who can fund and/or help carry out the restoration efforts. Targets include groups already operating in New Jersey who can be refocused on this campaign to benefit the Shore, including the Jon Bon Jovi Soul Foundation, AmeriCorps and Rebuilding Together.

Additionally, MWW will garner grassroots endorsements through a national social media campaign that lends support for the boots on the ground. We will encourage Facebook posts, Twitter retweets, and the sharing of stories and experiences using campaign themed hashtags.

MEDIA OPPORTUNITIES INCLUDE:

- Photo opportunities with volunteers from New Jersey-based businesses
- Announcements of new progress made with corporate assistance

MYJERSEYSHORE THE CASE STUDY – A YEAR IN REVIEW FROM RECOVERY TO REVIVAL

WHAT IT IS

MWW will leverage data on the success of the shore’s recovery and public relations efforts to position the Jersey Shore as a case study for other states, governments, businesses and media leaders with interests in tourism and commerce. In a world where super storms and weather-related disasters are becoming more frequent, the Jersey Shore can serve as an ideal example to share its best practices for its rapid recovery.

OBJECTIVES:

- Set the Jersey Shore on the world stage for best practices for disaster recovery`
- Provide proprietary data and insights to pitch to media, government, and industry contacts
- Create a public affairs opportunity to join the national conversation in support of economic development, small business support, and job creation in travel/retail/hospitality
- Generate favorable news and updates on the shore’s progress

HOW IT WORKS

This program can be executed by using the following tactics:

ECONOMIC IMPACT REPORT

We will create an Economic Impact Report that highlights summer activity and sales to mark the progress made by the regional economy since the storm, which is pitched to press and business school journals, such as the Harvard Business Review.

TOURISM INDUSTRY SURVEY

Develop a survey to gauge qualitative sentiment from local business owners and trade influencers and forecast economic indicators for 2014.

SPEAKERS BUREAU

Prepare and pitch ambassadors to speak the shore’s rapid recovery and progress during interviews, speaking engagements, tourism conventions, tri-state and local events and other media opportunities

MEDIA OPPORTUNITIES INCLUDE:

- Showcasing an economic report that outlines and highlights the shore’s impressive and rapid recovery
- Leveraging data and stats for the business world and tourism industry



4.2.3.2

Contract Management



CONTRACT MANAGEMENT

- + We understand you are working under a tight timeline and you need a partner agency that is on board and up-to-speed yesterday.

MWW is ready to hit the ground running and we are experienced in excelling with “mission critical” assignments. We are ready to immediately provide the Department of Community Affairs and New Jersey Economic Development Authority with exceptional contract management, quality control and client service. We are proficient in the procedures and timelines required of state contracts. Within our management practices we employ three approaches to assure outstanding results: a turnkey infrastructure, the right team, and clear performance metrics.

CONTRACT MANAGEMENT



THE RIGHT TEAM

These processes are overseen and managed by your account team; their experience managing campaigns of similar size and scope is a critical component of success. Louise Thatch is your “Back-Up” Account Manager and has led award-winning campaigns earning her deep experience supervising project details and implementing quality controls. She will be dedicated to managing the contract deliverables, timetables and project schedules to keep the team and project on track and on budget.

In addition to Louise, your Lead Account Manager/ Director, Shannon Eis, is one of our most senior leaders at MWW. Shannon is a Senior Vice President and will be intimately involved as your direct counsel and day-to-day lead. She will provide account oversight and hands-on program execution. You’ll have regular contact – usually daily – with Shannon and she’ll participate in all planning, strategy and ongoing account service. Through her experience in the tourism and hospitality industry with the Atlanta Convention & Visitors Bureau, Hilton Hotels, and American Express’s Consumer division; as well as her executive experience leading strategy development for integrated campaigns, Shannon is ready to hit the ground running to ensure successful contract completion.

Louise and Shannon’s full bios are available under Section 4.2.4.2, Resumes.

A scenic view of a beach at sunset. The sky is a mix of orange and yellow, transitioning into a blue sea. Waves are breaking against dark rocks on the right. In the foreground, several wooden posts are stuck in the sand, casting long shadows. The overall mood is serene and natural.

4.2.3.3

Contract Schedule



4.2.3.4

**Mobilization and
Implementation Plan**

TIMELINE TO COMPLETION

Upon being awarded the contract, MWW and Brushfire are prepared to begin work immediately. Our personnel are already in place, and we are ready to meet with the NJEDA and all other stakeholders, to review and refine the overall strategic marketing plan.

Our extensive experience and expertise in the New Jersey tourism industry and the State's processes and procedures will enable us to launch an effective marketing campaign by April 20, 2013, to capitalize on the key spring vacation season.





4.2.3.5

Potential Problems

POTENTIAL PROBLEMS

- + We anticipate no problems during the term of the contract. If a problem should arise, our shared experience provides us with the knowledge and tools to handle any potential issue, even within this tight timeframe. Our team has executed this type of assignment before, with excellent results, and is ready to bring this expertise to bear for you.



4.2.4

Organizational Support and Experience

LOCATION

Company:

MWW Group

Address HQ:

One Meadowlands Plaza
East Rutherford, NJ 07073

Phone: 201.507.9500

Fax: [REDACTED]

Contact Person:

Alissa Blate

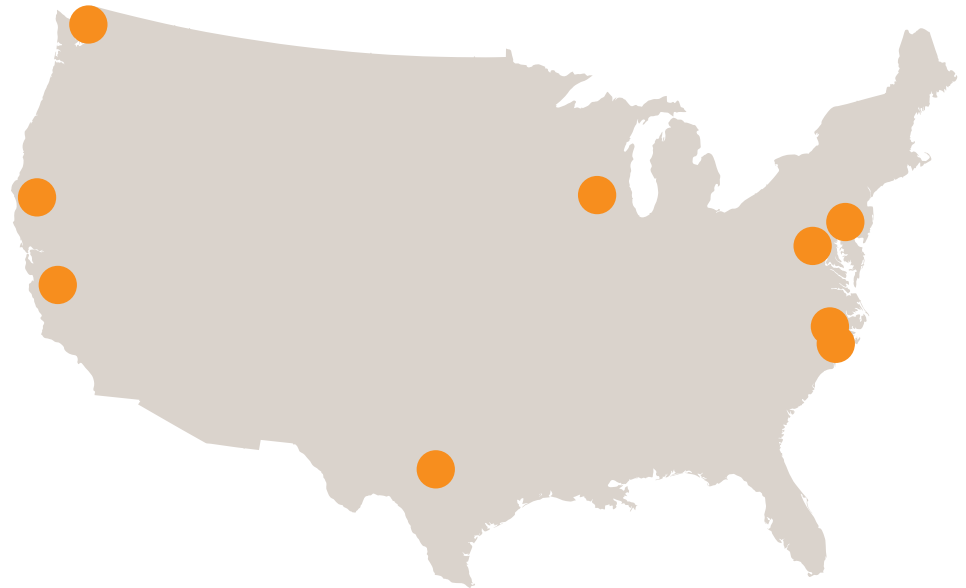
Title:

EVP, Consumer Lifestyle Marketing

Email: alissa.blate@mww.com

MWW OFFICES

- EAST RUTHERFORD, NJ
- TRENTON, NJ
- NEW YORK, NY
- LOS ANGELES, CA
- SAN FRANCISCO, CA
- CHICAGO, IL
- WASHINGTON, D.C.
- SEATTLE, WA
- DALLAS, TX



BRUSHFIRE OFFICES

New Jersey Office

2 Wing Drive
Cedar Knolls, NJ 07927

P: 973.871.1700 | **F:** [REDACTED]

New York Office

555 Fifth Ave., 17th floor
New York, NY 10017

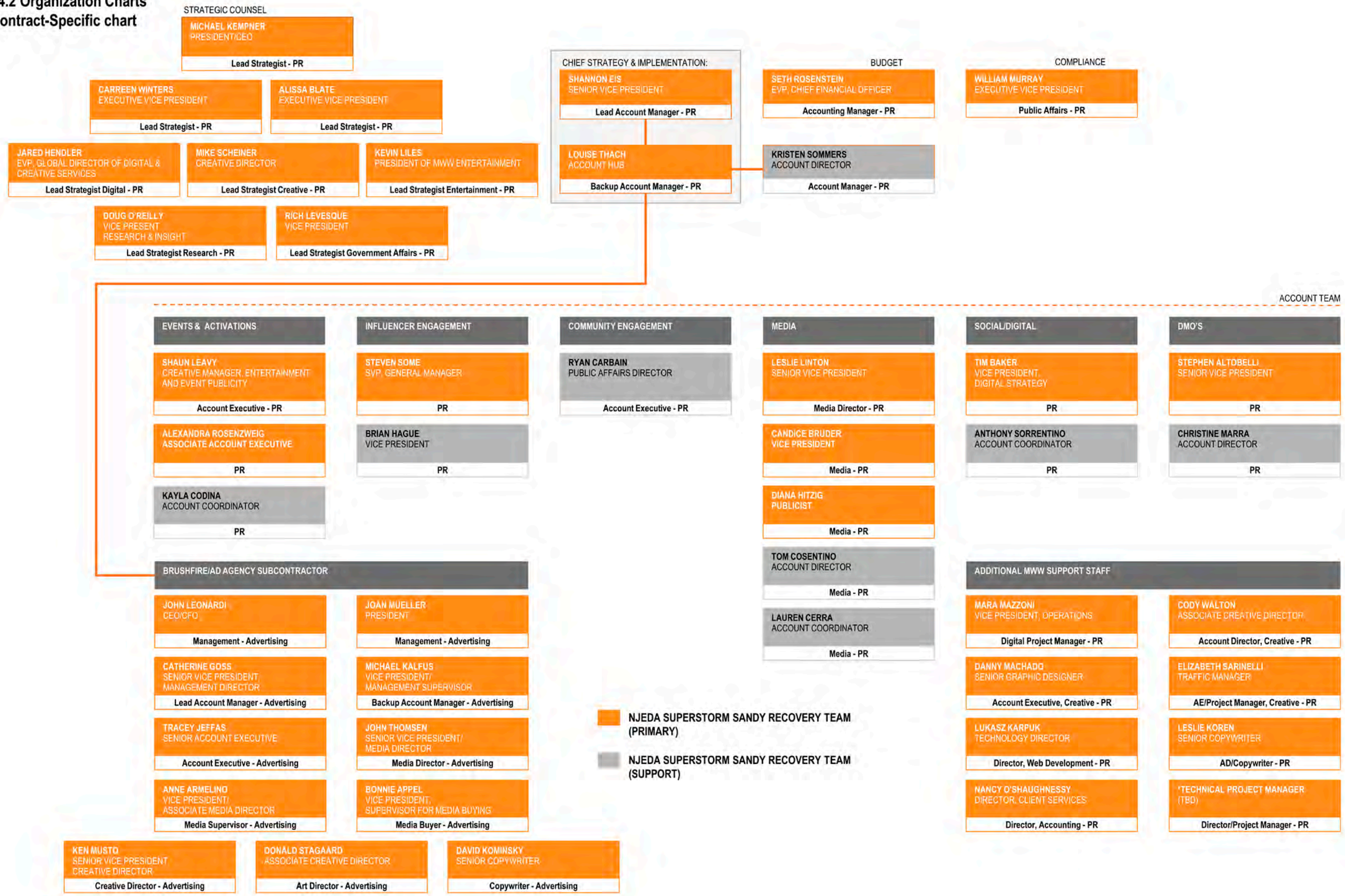
P: 212.681.6757 | **F:** [REDACTED]



4.2.4.2

Organization Charts

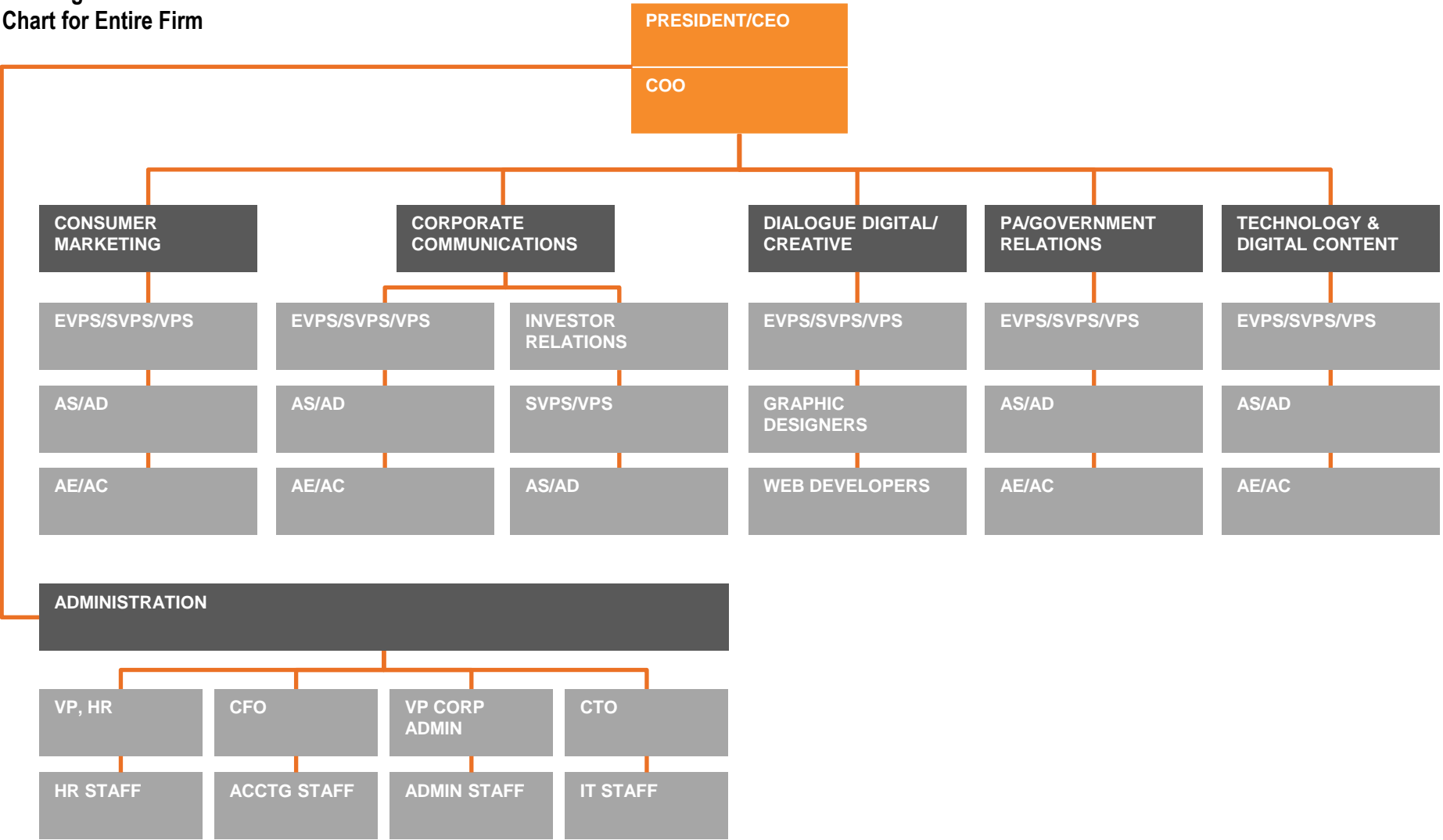
4.2.4.2 Organization Charts
a. Contract-Specific chart



NJEDA SUPERSTORM SANDY RECOVERY TEAM (PRIMARY)
 NJEDA SUPERSTORM SANDY RECOVERY TEAM (SUPPORT)

4.2.4.2 Organization Charts

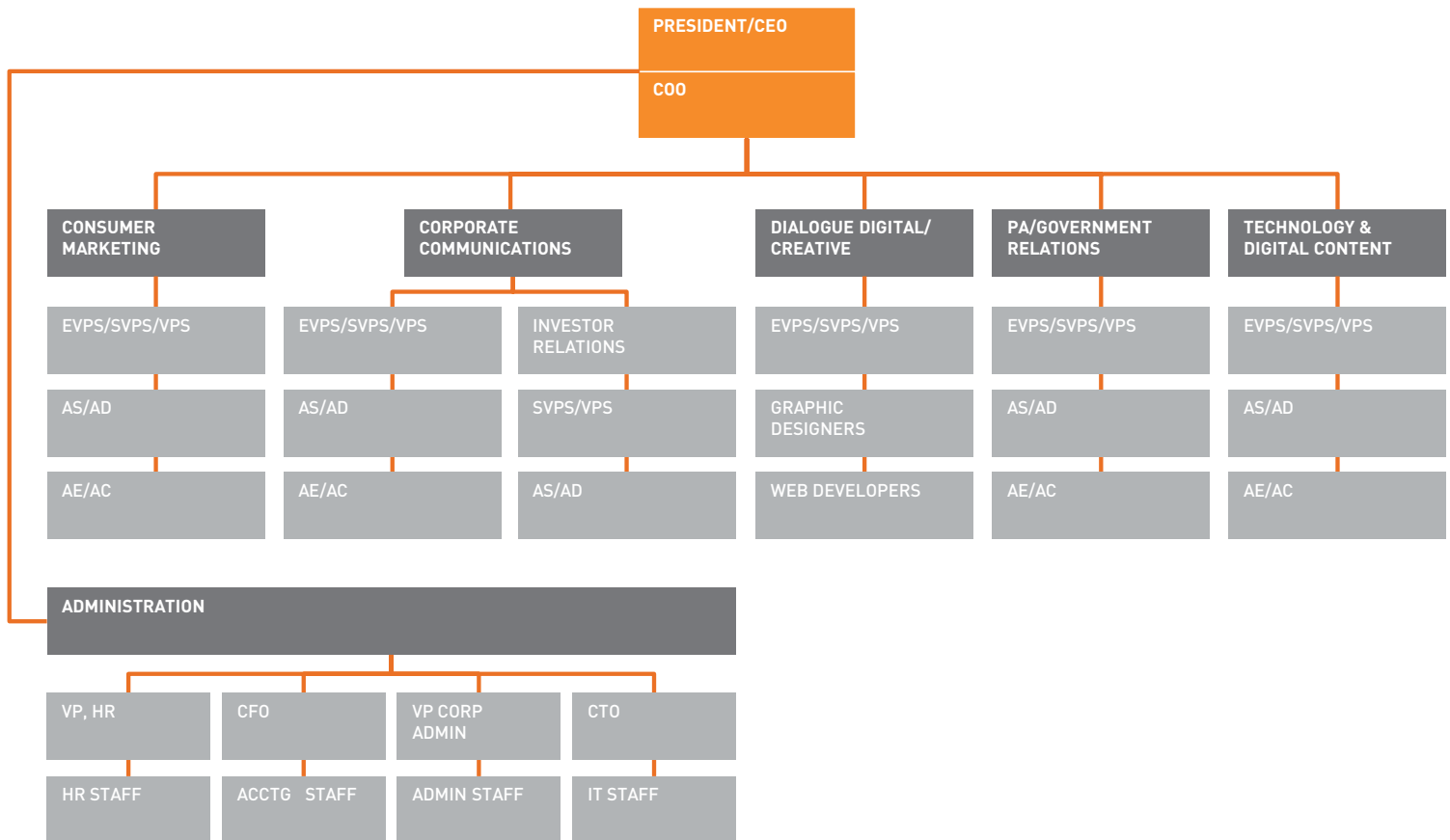
b. Chart for Entire Firm



MWW operates as one firm, with one P&L. That means we can put the best team from across the agency to work for you. We work without regard to practice groups, profit centers or office geographies in order to achieve your objectives. To ensure the NJEDA receives the best support available, your account team will reach across practice areas to blend brand marketers, corporate and crisis communications experts, public affairs/government relations and digital and social media gurus in service of your account.

ORGANIZATION CHARTS

b. Chart for Entire Firm



MWW operates as one firm, with one P&L. That means we can put the best team from across the agency to work for you. We work without regard to practice groups, profit centers or office geographies in order to achieve your objectives. To ensure the NJEDA receives the best support available, your account team will reach across practice areas to blend brand marketers, corporate and crisis communications experts, public affairs/government relations and digital and social media gurus in service of your account.



4.2.4.3

Resumes

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

LEAD ACCOUNT MANAGER / DIRECTOR

MWW

SHANNON EIS, CHIEF STRATEGY AND IMPLEMENTATION OFFICER, SENIOR VICE PRESIDENT

Shannon Eis is a corporate communications professional with 16 years experience in corporate reputation strategy for internal and external positioning, and has recently joined MWW as a leader in our Corporate Communications practice. Her experience has covered industries ranging from consumer products, travel and hospitality, and regulatory affairs to technology, retail and healthcare. Her expertise in brand building campaigns is rooted in message development and media strategy that positively shapes perceptions and improves consumer engagement via social and traditional outlets.

Shannon's tourism and hospitality experience comes from years of hands-on roles working in the industry, initially as part of the Atlanta Convention & Visitors Bureau marketing team, where she promoted Atlanta as both a leisure and business travel destination for families and major industry conferences, respectively. She also served as Marketing and Public Relations lead for the southeast division of Hilton Hotels, where she drove the promotional and crisis response strategies for 36 properties in her region. Additionally, her later work for American Express's Consumer division focused primarily on travel benefits, incentive programs and leisure travel campaigns supported by the travel network, including close partnerships with hotel, airline and entertainment partners.

Prior to joining MWW, Shannon led internal and executive communications and corporate strategy development at Condé Nast, global publisher of many of the world's leading media brands such as Vogue, Condé Nast Traveler, The New Yorker, Vanity Fair and Wired. Previously, she has seven years of agency experience as Sr. Vice President where she ran the corporate communications practice group, supporting brands like American Express, Timex Corporation, LeapFrog Enterprises, eBay (Seller/Store network), Skype, iVillage/NBC Digital, GSI Commerce and others. She also has served as communications lead for the toy industry's trade and regulatory group, and has more than a decade of experience as a media spokesperson and on-air expert, including many years with CBS Network and her continuing regular guest role on The Late Show with David Letterman.

REFERENCES:

Cathy MacFarlane
Client: ING DIRECT
Head of Corporate Relations
[REDACTED]
302.766.1631

Pam El
Vice President of Marketing
State Farm
Pam.el.j47x@statefarm.com
309.735.6268

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BACKUP LEAD

MWW

LOUISE THACH, ACCOUNT DIRECTOR, "CLIENT SERVICE HUB"

Although she started her career as a print reporter, Louise Thach has been on the dark side of the communications industry for more than 12 years. Louise has worked for various agencies representing consumer brands within many different industries ranging from food and finance to fashion and furnishings.

Over the past several years, Louise has led consumer, media-driven and award-winning campaigns for clients like Kraft, IKEA, Hershey's, ING DIRECT and ShareBuilder. While managing the ING DIRECT PR team for more than half a decade, Louise developed original campaigns and creative tactics that, year after year, elevated brand awareness and the CEO's profile with Main Street America until it became the #1 savings bank in the country.

Throughout her career, Louise has worked on multiple tourism campaigns, including successfully leading the PR strategy for driving tourism to Cape May, NJ and generating residential and business interest in the urban mixed-use community of Newport, Jersey City. She also led the charge for media relations campaigns for luxury travel brands like Exclusive Resorts, Halekulani Resorts, San Ysidro Ranch and Elite Traveler.

Prior to working at MWW, Louise was an Account Director at Clifford Public Relations where she head the B2B and Non-Profit teams in its New York office and managed accounts and projects for the National Museum of the Marine Corps, The Rockefeller Foundation and Panasonic. Prior to Clifford, she worked at Evins Communications and at Medialink Worldwide as a Media Relations Director.

Louise received her B.A. in Communications from Fairleigh Dickinson University. When she's not on the clock, Louise keeps busy by raising an active toddler and dabbles in long distance running, where the term PR takes on a whole new meaning and set of challenges.

REFERENCES:

Cathy MacFarlane
Client: ING DIRECT
Head of Corporate Relations
[REDACTED]
302-766-1631

Melissa Batchilder
Client: Kraft
Corporate Affairs, Manager
[REDACTED]
973-699-4582

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

KRISTIN SOMMERS, ACCOUNT DIRECTOR, CONSUMER LIFESTYLE MARKETING, MWW

Kristin Sommers is an Account Director with a broad understanding of all aspects of marketing communications and a proven track record of developing and executing successful PR programs for major brands from a variety of industries including PepsiCo, Hellmann’s Mayonnaise, Fisher-Price, American Express and LG Electronics. A multidisciplinary PR professional, her experience includes consumer marketing, corporate communications, reputation management, executive visibility, event management, product launches, media relations and financial communications including M&A transactions.

Throughout her career, Kristin has built strong relationships with journalists from top tier print and broadcast outlets including The Wall Street Journal, The New York Times, Associated Press, Forbes, The TODAY Show, among others, as well as various high impact trade verticals. In 2009, Kristin co-led an M&A transaction that generated media exposure that exceeded any coverage the company had received for any other major acquisition or corporate event in its 26-year history, resulting in several high profile stories and an uptick in the company’s market valuation.

Kristin holds a Bachelor’s Degree from Florida State University.



KRISTIN HAS SPENT TIME AT THE JERSEY SHORE EVERY SUMMER FOR AS LONG AS SHE COULD REMEMBER. FROM HER VERY FIRST STEPS ON THE SAND AS A CHILD, TO PLAYING “BALLOON RACE” ON THE BOARDWALK DURING HER ADOLESCENCE, TO POST PROM CELEBRATIONS AS A TEENAGER, TO RENTING A “SHORE HOUSE” IN HER ADULTHOOD, THE JERSEY SHORE HAS BEEN THE BACKDROP OF MANY OF KRISTIN’S FONDEST MEMORIES. KRISTIN HAS AND WILL CONTINUE TO VOLUNTEER HER TIME AND RESOURCES TO ENSURE THAT NJ RESIDENTS AND VISITORS, INCLUDING HER OWN FAMILY, WILL CONTINUE TO CREATE MEMORABLE MOMENTS AT THE JERSEY SHORE POST SUPERSTORM SANDY.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

STRATEGIC COUNSEL

MWW

MICHAEL KEMPNER, CEO/PRESIDENT

Michael Kempner is the Founder (1986), President, and Chief Executive Officer of MWW, one of the top 5 independent public relations firms in the United States. Mr. Kempner was named PR Professional of the Year in 2010 by PR News and was inducted into the PR News Hall of Fame in 2009 for his work in communications. He has also received recognition as PR Week's Professional of the Year (2008) and the Public Relations Society of America New Jersey chapter's Public Relations Professional of the Year (2005). Mr. Kempner also serves as an Operating Advisor to Pegasus Capital Advisors, helping them build companies that solve scarce resource issues and develop transformative technologies.

Mr. Kempner has also held several positions in government at the state and federal levels, including the posts of Legislative Director to Congressman Robert G. Torricelli and Special Assistant to N.J. Governor Brendan Byrne. He has also served as Deputy Finance Director of the Democratic National Committee and as a member of President Carter's Reelection Committee staff. After serving as National Finance Co-Chair for Hillary Clinton for President and as a member of the Obama for President National Finance Committee, Kempner is currently NJ Finance Chair for the Democratic National Committee and a member of the DNC National Finance Council.

He is a member of the White House Council for Community Solutions and serves on various boards, including the Center for Food Action, the Network for Teacher Entrepreneurship and the North Jersey Community Bank.

Mr. Kempner holds a B.S. from the School of Communications at The American University.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

KEVIN LILES, FOUNDER AND CEO, KWL ENTERPRISES

Kevin Liles is Founder and Chief Executive Officer of KWL Enterprises, a strategic holding company anchored by his talent and brand development firm, KWL Management. Liles works in close partnership with MWW for many clients, serving as an advisor on entertainment, youth marketing, and brand development and activation. With KWL Management, he oversees management and brand development for 15 individuals, including musicians, athletes, models, and performers. He often partners closely with many of the largest talent and live performance companies in the world, including AEG, LiveNation, William Morris Endeavor, ICM Partners, and CAA.

Liles' career is one of the most storied in entertainment, rising from unpaid intern in 1991 to President of Def Jam Music Group by 1998. During his leadership tenure, revenues doubled to \$400 million through the diversification of the Def Jam brand, artist roster, and channels. Liles was instrumental in the leap of artists from "performer" to "global brand" for many of the biggest names in hip-hop, rock, and R&B, including Jay Z, Kanye West, Jon Bon Jovi, Mariah Carey, and LL Cool J, in addition to having long-standing relationships with artists with strong New Jersey connections, including Queen Latifah, and Dionne Warwick. In 2004, Liles joined Warner Music Group as Executive Vice President and served on the executive team that took WMG public. He led WMG's innovative "360-degree" strategy, expanding the limits of an artist's career while also trailblazing a way forward for recording companies as their business model, formerly built around CD sales, underwent dramatic, sudden erosion.

Liles is a committed philanthropist and advocate for youth empowerment, education, and social justice. He is the founder of Kevin Liles for a Better Baltimore, which invests in underserved youth in his hometown, and the Make It Happen Foundation, which provides minority youth with business training, entrepreneurial skills, and exposure to higher education. He serves as a board member/advisor to several other organizations focused on empowerment, diversity, and social justice, is a producer for the Broadway play The Trip to Bountiful, and author of Make It Happen: The Hip Hop Generation's Guide to Success. Liles attended Morgan State University in Baltimore, Md.

While Liles retains close ties to his home in [REDACTED], he has called New Jersey home for nearly two decades – first in [REDACTED] then [REDACTED]

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

and now in [REDACTED]. Over his career, he has supervised over 200 shows in New Jersey, and personally enjoys weekend trips to Atlantic City for opportunities for gaming with friends.

KWL Artists with shows in New Jersey since 2012:

ASIA SPARKS

- 3/9/13 @ House of Blues in Atlantic City for Casino Weekend

BIG SEAN

- 3/2/12 @ Trump Taj Mahal in Atlantic City
- 10/5/12 @ House of Blues in Atlantic City
- 1/17/13 @ HQ Nightclub at REVEL in Atlantic City
- 6/3/12 @ MetLife Stadium in East Rutherford, NJ (with Hot 97 Summer Jam, including Nicki Minaj, Rick Ross, Trey Songz, DJ Khaled and others)

D'ANGELO (WITH MARY J. BLIGE)

- 8/23/12 @ PNC Center in Holmdel, NJ

ESTELLE

- 12/21/12 @ House of Blues in Atlantic City

TREY SONGZ

- 3/2/12 @ Trump Taj Mahal in Atlantic City (with Big Sean)
- 6/3/12 @ MetLife Stadium in East Rutherford, NJ (with Hot 97 Summer Jam, including Nicki Minaj, Rick Ross, Big Sean, DJ Khaled and others)

MIKE POSNER (WITH BAMBOOZLE FESTIVAL)

- 5/18/12 @ Asbury Park, NJ



WHILE I WAS BORN AND RAISED IN BALTIMORE, NEW JERSEY IS VERY MUCH A PART OF WHO I AM AND MY STORY. NEW JERSEY HAS NOT ONLY BEEN MY HOME FOR NEARLY TWO DECADES, BUT WHEN I WAS STARTING MY CAREER AT DEF JAM IN THE EARLY 90S, I WAS RESPONSIBLE FOR MARKETING AND PROMOTION IN THE MID-ATLANTIC REGION. THE SHORE – ESPECIALLY DURING THE SUMMER – HAS ALWAYS PRESENTED INCREDIBLE OPPORTUNITIES FOR ARTISTS I WORKED WITH, FROM MARIAH CAREY TO NELLY. TODAY, AS I MANAGE OVER 15 ARTISTS, I STILL STRONGLY RECOMMEND A STOP IN ATLANTIC CITY – IT HAS WONDERFUL VENUES THAT WORK FOR RISING STARS AND GLOBAL ICONS.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

ALISSA BLATE, EXECUTIVE VICE PRESIDENT AND GLOBAL PRACTICE LEADER
CONSUMER LIFESTYLE MARKETING

Alissa Blate is known for the measurable impact she has in achieving tangible business results for major brands, as well as for her success in building and managing MWW’s industry-leading global consumer marketing practice. As Executive Vice President and Director of Consumer Lifestyle Marketing, Alissa engineers MWW Group’s efforts to achieve business objectives for clients in a multitude of industries focusing on audience-specific communications to create critical mass for client brands. Ms. Blate has more than two decades of experience in brand marketing, public relations and integrated communications with clients in the consumer packaged goods, technology, food and beverage, restaurant, retail, entertainment, sports and fitness, destination marketing, luxury lifestyle, real estate, financial services and automobile sectors. She has an extensive background in leveraging under-utilized brands, launching new brands and products, and engaging key influencers through aggressive marketing campaigns. Ms. Blate has been involved in every aspect of communications from social networking and digital marketing to community relations, direct-to-consumer activities and sponsorships.

Alissa has been honored with many marketing and communications awards for client programs, in the areas of both strategy and creativity. She has been named Brand Marketer of the Year by PRNews and was recognized by NJ Biz for the magazine’s prestigious “40 Under 40” list. Under Ms. Blate’s leadership, clients such as Samsung, Nikon, McDonald’s, Bank of America, Volkswagen, Hard Rock Cafe, ING Direct, Medco Health Solutions and others have realized measurable results from MWW consumer marketing and public relations campaigns.

Over the years, Alissa has spent many long summer days with her family at the Jersey Shore. Her most memorable experience was 4th of July weekend last year when they celebrated her children’s birthday in beautiful Cape May, NJ.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

CARREEN WINTERS, EXECUTIVE VICE PRESIDENT, REPUTATION MANAGEMENT

Carreen Winters brings nearly two decades of corporate communications expertise to her position at MWW, with a special emphasis on corporate and executive positioning, reputation management, crisis communications, restructuring and financial transactions, employee communications and labor relations.

In her 20-year tenure with the firm, Carreen has worked in every major practice area, specializing in corporate reputation management. This diverse experience helped formulate the agency's Total Stakeholder Approach to communications and has enabled her to lead integrated programs for clients in the corporate space.

Carreen, along with CEO Michael Kempner, developed the agency's proprietary approach to reputation management, including CEO EquityBuilder Methodology and Crisis Action Protocol (C.A.P.) for vulnerability assessment and crisis management. Carreen provides strategic counsel and has led award-winning programs for clients such as Deloitte LLP, Adecco North America and Harrah's Entertainment on a wide variety of corporate reputation issues. She is also a member of the Crisis Response Team for JetBlue Airways and has led the agency's crisis counsel for clients such as Alpha Natural Resources, Bethlehem Steel, Reckitt Benckiser, Sara Lee and others.

Carreen holds a B.A. from Villanova University and was named to NJ Business' 40 Under 40 list for her restructuring expertise. She has won every major industry award for her client work, and is a noted author, blogger and speaker on Reputation Management.



THE JERSEY SHORE IS WHERE OUR HAPPIEST FAMILY MEMORIES ARE MADE...IT'S WHERE MY KIDS PLAY IN THEIR BASKETBALL TOURNAMENTS TO CAP OFF A GREAT SEASON AND WHERE WE GET TO RECONNECT AS A FAMILY. IT IS ALSO WHERE THE PASSAGE OF TIME SEEMS TO BE MOST POIGNANT - WATCHING MY KIDS MOVE FROM THE POINT PLEASANT KIDDIE RIDES TO WILDWOOD'S GREAT WHITE COASTER IN WHAT FEELS LIKE A BLINK OF AN EYE. WHEN I AM WITH MY FAMILY ON THE BOARDWALK, PIZZA TASTES BETTER, ICE CREAM IS CREAMIER, THE RIDES ARE "SCREAM-IER."

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

JARED HENDLER, EXECUTIVE VICE PRESIDENT, GLOBAL DIRECTOR OF DIGITAL AND CREATIVE SERVICES

Jared brings over 20 years of creative management experience in branding, advertising, digital media and technology forged from over a decade in the corporate world along with having founded and managed two new media startups.

At MWW, Jared directs digital, social and creative strategy across all practice areas. As digital continues to democratize media, MWW recognizes the need for its clients to leverage the power of digital and social strategy, content creation, distribution and measurement. Prior to MWW, Jared worked with Katalyst Media, a studio for social media that connects entertainment with technology and brands.

Prior to Katalyst, Jared was the Worldwide Executive Creative Director for Edelman Digital. Jared directed creative strategy with a focus on digital engagement. His expertise included everything from web site builds, Facebook programs, e-kits, online media relations, online promotions and partnerships, to email marketing and mobile campaigns.

Jared's entrepreneurial spirit is grounded in 10 years of experience within the WPP family at Grey Advertising. Jared was the Executive Creative Director and co-founder of G2 at WPP from 1992 and grew the group from two people to over 100 in New York, while spearheading the development of over a dozen international offices around the WPP network.

MWW

MIKE SCHEINER, SENIOR VICE PRESIDENT, EXECUTIVE CREATIVE DIRECTOR

As Senior Vice President, Executive Creative Director at MWW Group, Mike Scheiner's responsibility is to oversee all digital and creative initiatives. It is Mike's role to contribute to the overall strategy, definition, and creative development across all practice areas of MWW's business. Those expanding spheres incorporate digital, mobile, search, public relations, traditional and experiential media, which are then supported and refined by metrics and analytics.

Mike's career has dramatically evolved and he has been at the forefront of each new media trend that has touched traditional marketing, design and branding, digital, social and emerging media. Mike's strengths are rooted in strategy by

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

creating and building on fully dimensional ideas that can bridge online and offline experiences. Mike also has a proven ability to provide thought leadership, mentor internal staff and motivate them to embrace new ideas.

Prior to joining MWW, Mike was Executive Vice President, Creative Director of Integrated Branding and Digital at Porter Novelli, where he created and executed programs that bridged digital, mobile and traditional media.

MWW

DOUG O'REILLY, VICE PRESIDENT, DIRECTOR OF INSIGHTS

Doug O'Reilly has over two decades of marketing strategy, advisory and insight experience with many of the leading travel brands and agencies in the country. His team supports all of MWW's practice areas and adds value to our projects by delivering insight into how clients can create trust, relevancy and action in media and the marketplace.

Prior to joining MWW, O'Reilly ran his own consultancy, assisting a wide range of organizations on insight, social media, strategy and tourism development, including Katalyst Films, Cosmopolitan Las Vegas, Nurai, Nizuc, Jumeirah, SHVO, Harrison Shriftman, the Seventh Art Group, phenom, Microsoft, Cloudant, COVERGIRL, Purina, Burts Bees, Yahoo, Partique and many others.

He formerly led the Marketing Strategy and Research group at Cendant Corporation, where his group serviced 30+ wholly-owned brands in developing their marketing strategies, including Orbitz, CheapTickets, Sotheby's, Avis, Budget, Wyndham Hotels and Resorts, Fairfield Resorts, RCI, Trilegiant, Jackson Hewitt, Trendwest and many others.

Upon the spin-off of Cendant assets in 2006, O'Reilly continued with the Wyndham Worldwide brands, where he dually held roles as Vice President, Global Insights and Managing Director (Americas) of NorthCourse Advisory. During his tenure with Wyndham he assisted clients in the insight development, strategic planning and feasibility stages for development and expansion in travel, hospitality and resorts. Mr. O'Reilly has also published numerous studies and given multiple presentations on resort and fractional development marketing across the globe.

He has spent many summers walking his dog along the Manasquan inlet and introducing his children to the countless wonders of the Jersey Shore.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

RICH LEVESQUE, EXECUTIVE DIRECTOR

Rich is the former Executive Director of the Burlington County Republican Committee, Mount Holly. Rich is a graduate of Manhattan College, Riverdale, NY, with undergraduate degrees in Finance and Economics. He previously worked as a political consultant with Jamestown Associates, where he consulted for over 50 congressional campaigns throughout the nation, as well as numerous nonprofit and 527 groups. Rich was Doug Forrester's Political Director during his 2005 campaign for New Jersey Governor. Besides working for state and federal candidates, Rich has managed and consulted on dozens of local and county elections, too.

Rich has worked on national campaigns as well. He has an extensive background in grassroots advocacy while working with many national non-profit and 527 groups on issues that range from technology initiatives to immigration reform. While consulting on national political campaigns, Rich worked with national trade associations and numerous political action committees.

He has served on the New Jersey Council on Local Mandates. Rich was elected to the Robbinsville Township Council in November 2008. He was unanimously elected by his fellow council members to serve as Council President in July 2009. He also serves on the Robbinsville Township Open Space Advisory Committee, the Robbinsville Township Economic Development Advisory Committee and formed the Robbinsville Municipal Alliance on Prevention of Drug and Alcohol Abuse. Rich has been able to secure grant funding from the state and county to fully subsidize the activities of the committees he serves.

Through his past work with local and county governments, Rich has expertise in securing contracts at the state, county and local levels of government. When trying to work through government bureaucracy, clients turn to Rich to assist them with cutting through the red tape. He has an extensive portfolio of business development clients, and clients who need assistance working through the legislative process. He

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KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

has developed strong relationships over the years with many of Governor Christie's closest advisors as well as many of his cabinet appointees.

Rich has appeared in many online news publications, such as Forbes.com, NJ.com, Philadelphia Business Journal, Yahoo.com and many others. He has also appeared on NJ101.5FM, WCBS-NY, New Jersey Network and News12 New Jersey, discussing legislative initiatives for his clients. Rich currently serves on the Board of Directors for the City of Angels, a nonprofit organization that works with people with substance abuse problems. Rich was one of the original founding members of the organization. He also is a founding member of the Hudson County JC organization, and sits on their Board of Directors with many other young elected officials and business leaders throughout the state. In April 2012, Rich was appointed to Governor Christie's Task Force for the Prevention of Heroin Abuse among New Jersey's Young Adults. He has extensive experience in fundraising for nonprofit organizations, as well as for political leaders throughout the state and country.

I was born in [REDACTED] until going off to college in 2000. I remember heading to Chapel Beach Club in Sea Bright every weekend with my family as I was growing up, and enjoying the beach and ocean with family and friends.



NOW I HAVE TWO YOUNG CHILDREN OF MY OWN (AGES 4 AND 6 MONTHS) AND OUR FAMILY GOES DOWN TO LONG BEACH ISLAND EACH YEAR TO A HOME THAT IS RENTED BY MY MOTHER AND FATHER-IN-LAW. THE BOYS LOVE BEING AT THE BEACH, AND IT IS OUR FAMILY'S HOPE THAT THE SHORE WILL BE REBUILT TO CONTINUE BUILDING THOSE MEMORIES FOR MY TWO YOUNG SONS.

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KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BUDGET AND COMPLIANCE

MWW

WILLIAM MURRAY, EXECUTIVE VICE PRESIDENT, PUBLIC AFFAIRS

William Murray runs MWW Group's regional and national public affairs practice from the firm's headquarters in East Rutherford, N.J. He has more than 30 years of experience in directing and conducting public relations, public affairs and community outreach campaigns for clients in a wide range of industries and on a variety of topics. Bill also has managed some of the largest and most prominent public contracts for communications services conducted by the state of New Jersey. His State of NJ campaigns have included those on behalf of the New Jersey Lottery, the NJ Department of Human Services, the NJ Board of Public Utilities Office of Clean Energy, NJ Family Care, the NJ Catastrophic Illness in Children Relief Fund, the Port Authority of New York/New Jersey, the Developmental Disabilities Council and the New Jersey Sports & Exposition Authority.

He specializes in campaigns that focus on impacting public opinion and creating the support of third party advocates to deliver key messages to all audiences. From finance, education, energy, the environment, and public utility concerns to health care and state lotteries, Mr. Murray has demonstrated the expertise to mobilize support and to move audiences to action.

His national and regional campaigns have included the Investment Company Institute, the Preserve Money Market Funds Coalition, the Student Access Student Choice Coalition, Financial Services Centers of America, the Consumer Specialty Products Association, Roche, Schering-Plough, the Campaign for Tobacco Free Kids, the American Teleservices Association, the National Association of Community Health Care Centers, the Direct Marketing Association, the National Hemophilia Foundation, Puerto Ricans in Civic Action, the Cuban-American Foundation, the Coalition for Asbestos Resolution, and many others.

Bill also specializes in broad-based community relations campaigns and co-manages the firm's 50-state public affairs network.

A former journalist and community activist, Bill holds a Bachelor of Science

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Degree in Journalism from West Virginia University, where he specialized in both print and broadcast journalism. He is a Board Member of the Commerce & Industry Association of New Jersey, the New Jersey Meadowlands Chamber of Commerce, the Meadowlands 2040 Committee, the Mental Health Association of New Jersey and the Adler Aphasia Center. He has received honors and awards for his work in communications from such organizations as the Public Relations Society of America, the International Association of Business Communicators, Working Press Association, PRWeek, and the New Jersey Advertising Club. He also has received the American Business Stevie Award and the Holmes Report Sabre Award for communications. Mr. Murray was named the Bulldog Awards Public Affairs Professional of the Year in 2011 and the PR News Public Affairs Professional of the Year in 2012.

MWW

SETH ROSENSTEIN, EXECUTIVE VICE PRESIDENT, PUBLIC AFFAIRS

Seth Rosenstein is currently the CFO of MWW Group, one of the top ten PR Agencies in the nation. Mr. Rosenstein holds more than 18 years of experience in financial leadership and operational positions working for such major global blue chip organizations as Polo Ralph Lauren and the National Basketball Association (NBA). While at MWW Group, Mr. Rosenstein acts as a true business partner to the CEO and the other members of the senior management team, focusing on business development, cost stabilization and financial operations. Mr. Rosenstein pens his own blog, which can be found at www.numbersareyourfriends.com.

In addition to his role at MWW Group, Mr. Rosenstein is an adjunct Professor in the Business Division at Felician College and is an active member on the Fairleigh Dickinson University Alumni Board of Governors.

Mr. Rosenstein has earned three degrees from Fairleigh Dickinson University in New Jersey - an MBA in Corporate Finance, Master's Certificate in Accounting and a BS in Management - and he currently resides in [REDACTED]

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MWW

NANCY O'SHAUGHNESSY, DIRECTOR CLIENT SERVICES

As Director, Client Services, Nancy is an integral part of the MWW Group team. She is responsible for the contract management for all of MWW's clients including managing the revenue and billing process, ensuring compliance with the intricacies of hundreds of contracts, ensuring that time entry for all of MWW's staff is entered each month and managing a billing staff of three people. While coordinating and communicating with all areas of the agency, account teams and clients, Nancy ensures that the financial needs of the agency as well as the clients are met with the upmost of efficiency.

Nancy has been in the finance field for over 25 years. Prior to MWW, she has worked in various industries such as Aerospace and Defense when employed by ITT Industries; Food Service when employed by Sodexo; and Healthcare Marketing and Advertising when employed by Harrison Wilson and Associates and Hyphen Inc.

Nancy holds a bachelors degree in Business from William Paterson University.



NANCY HAS BEEN GOING TO THE JERSEY SHORE FOR AS LONG AS SHE CAN REMEMBER. FROM SUMMERS AT BELMAR IN A TINY BUNGALOW IN THE 60'S AND 70'S TO WEEKENDS AT THE BEACH IN THE 80'S AND 90'S WITH FRIENDS TO WATCHING HER SON TAKE HIS FIRST STEPS AT A RENTED SHORE HOUSE ON LAVALLETTE TO HER PARENTS' BEACH HOUSE ON [REDACTED] THE JERSEY SHORE HAS BEEN A STAPLE TO HER AND HER FAMILY. WHEN HER PARENTS BOUGHT THEIR BEACH HOUSE 17 YEARS AGO IN [REDACTED] IT OFFERED HER AND HER FAMILY A PLACE TO GO EVERY WEEKEND FROM MEMORIAL DAY TO LABOR DAY. AFTER WORK ON FRIDAY, THEY WOULD HEAD HOME AND THEN HEAD DOWN ON THE PARKWAY TO GO TO THE SHORE FOR THE WEEKEND. JUST THE SMELL OF THE AIR AS YOU CROSS OVER THE BAY BRIDGE BRINGS A SENSE OF RELAXATION AND COMFORT. SHE LOVES THE BEACH, THE FEELING THE SAND IN HER TOES, THE WIND IN HER HAIR AND THE SMELL OF SUNTAN LOTION. HER CHILDREN HAVE BEEN GOING TO THE BEACH SINCE THE DAY THEY WERE BORN, LUGGING CRIBS, PLAY PENS AND POTTIES TO THE BEACH WAS THEIR NORMAL WEEKEND DURING THE SUMMER. NOW THAT THEY ARE GROWN, THEY TOO HEAD DOWN THE SHORE WITH THEIR FRIENDS TO HANG OUT ON THE BEACH IN POINT PLEASANT OR A NIGHT OF FUN IN SEASIDE. THERE'S NO OTHER PLACE SHE WOULD RATHER BE BUT ON THE JERSEY SHORE!

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EVENTS AND ACTIVATIONS

MWW

SHAUN LEAVY, ACCOUNT DIRECTOR, CONSUMER LIFESTYLE MARKETING

Shaun Leavy has worked with MWW Group's Consumer Lifestyle Marketing for the past eight years and has helped to implement tactical and creative national public relations campaigns for some of the firm's most well-known clients – ranging from Gold's Gym and Zumba Fitness to the Christopher and Dana Reeve Foundation, Samsung Mobile and Hillshire Brands-owned companies such as Ball Park and Jimmy Dean.

Shaun is a recognized media expert at the agency, frequently placing his clients in top-tier outlets ranging from Us Weekly, Men's Health and Access Hollywood to the New York Times, People Magazine, and ABC's The View. He also has a particular knack for setting up media partnerships that lead to incredible exposure for his clients.

Shaun holds a Bachelor's Degree in Communications, with a focus in Public Relations, from Monmouth University.



SHAUN IS A LIFELONG RESIDENT OF THE JERSEY SHORE. WHETHER HE WAS RIDING THE JET STAR ON CASINO PIER AS A CHILD, WORKING HIS FIRST JOB AT ORTLEY BEACH, OR JUST HANGING OUT EVERY WEEKEND WITH HIS FRIENDS AT THE STONE PONY, ALMOST EVERY ONE OF HIS MEMORABLE MOMENTS CAN BE TRACKED BACK TO THE JERSEY SHORE. GROWING UP JUST A FEW MINUTES AWAY FROM SOME OF THE AREAS AFFECTED MOST BY HURRICANE SANDY, SHAUN HAS A VESTED INTEREST IN THE RECOVERY OF THE SHORE.

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MWW

ALEX ROSENZWEIG, ACCOUNT EXECUTIVE

Alex Rosenzweig is an Account Executive within the Consumer/Lifestyle Marketing Group. With her passion for pop culture, Alex thrives within her accounts, including brands from Subaru and the Atkins Diet to 1-800-FLOWERS.COM, McDonald's and MovieTickets.com. She also has experience in the toy industry, working with Kids II, as well as the luxury beauty industry, working with beauty brands and spas such as L'Oreal Vichy, TooFaced Cosmetics and the high-end French skincare line Biologique Recherche, Le Posh Spa in LA, Aida Bicaj in NY, Paul Lebrecht in NY, Rescue Rittenhouse in Philadelphia, and The Standard in Miami.

With Alex's energy and knack for networking and building strong relationships, she excels in welcoming new opportunities to MWW Group and securing high-profile placements, including the Huffington Post, LA Times, Miami Herald, O, The Oprah Magazine, Men's Health, Men's Fitness, Complex, The Wall Street Journal, PEOPLE, MTV News, BET, Entertainment Weekly, Good Day New York, and STAR, to name a few. During Alex's time in the beauty industry, she served as the regional PR liaison and day-to-day contact for Biologique Recherche and their spa clients. A proud graduate of the University of Miami, Alex received a Bachelor of Science in Public Relations, Theatre Arts and Marketing.

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MWW

KAYLA CODINA, ACCOUNT COORDINATOR

Kayla Codina is an Account Coordinator within the Corporate Communications practice at MWW, providing account support to clients including Coinstar Inc., Deloitte LLP, Insurance Services Office, and Marcum LLP.

Previously, she held a journalism internship at the University of Delaware, a consumer public relations internship at Sloane and Company Public Relations, and an event planning internship at Shawn Rabideau Events and Design, best known for their work with New York City housewife Bethenny Frankel. Kayla graduated with a Bachelor's degree in mass communications and a minor in journalism from the University of Delaware.



AS A LIFE-LONG RESIDENT OF NEW JERSEY, KAYLA SPENT EVERY SUMMER DOWN AT THE JERSEY SHORE WITH HER FAMILY, AND IN LATER YEARS, WITH HER FRIENDS, FOR DAYS AND WEEKS AT A TIME. HER BEST MEMORIES LIE IN THE MOM AND POP RESTAURANTS AND THE ONE OF A KIND EXPERIENCE SHE RECEIVED AT THEM – PLANNING HER DAYS AT THE SHORE AROUND BREAKFAST, LUNCH AND DINNER. HER TOWN AND HOME FELT THE DEVASTATION OF SANDY, BUT SIMILAR TO THE SHORE AND ITS RESIDENTS, HER HOMETOWN AND FAMILY HAVE REBUILT AND ARE READY FOR NEW MEMORIES AND NEW SUCCESS.

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KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

INFLUENCER ENGAGEMENT

MWW

STEVEN E. SOME, SENIOR VICE PRESIDENT AND GENERAL MANAGER, TRENTON OFFICE, MWW

Steven E. Some is the Senior Vice President and general manager of the Trenton Office of MWW – one of the nation’s top mid-sized public relations firms and the largest public affairs firm in New Jersey. He oversees the firm’s Trenton operations and provides strategic counsel to many of the firm’s clients, using over thirty years of experience and expertise to help them achieve their goals and objectives.

Prior to joining MWW, Mr. Some was a founding partner and president of Capital Public Affairs, Inc., of Princeton, New Jersey. He built Capital Public Affairs into one of New Jersey’s top five public affairs firms specializing in government relations, public relations, grassroots mobilization, survey research, and issues management.

Before starting Capital Public Affairs in New Jersey, Mr. Some resided in [REDACTED] where he headed his own firm, Steven E. Some Associates, from 1988 through 1993, and was also a vice president of The Hannaford Company, a Washington, D.C.-based public affairs firm, from 1985 through 1988. From 1981 through 1985, Mr. Some served in several appointive positions in the administration of former President Ronald Reagan, including Special Assistant to the U.S. Secretary of Labor; Special Assistant to the Assistant Secretary of Labor for Employment and Training; and Special Assistant to the U.S. Secretary of the Interior.

Prior to joining the Reagan administration, from 1977 through 1981, Mr. Some lived in [REDACTED] and was employed by several energy companies as legislative analysis and government affairs manager for The Coastal Corporation (now El Paso Corporation); account executive on the Shell Oil account for Ogilvy & Mather Advertising, and policy analyst for Gulf Oil Corporation.

Mr. Some has long been a state and national leader in advocating for Holocaust education and research. In 1990, he was appointed by former President George H.W. Bush to be a member of U.S. Holocaust Memorial Council, a member of the board of directors of the U.S. Holocaust Memorial Museum in Washington,

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D.C., where he served for three years. In addition, in 1994, Mr. Some was appointed to the New Jersey Commission on Holocaust Education, where he served as chairman until 2001. Most recently, from 2002 through 2006, Mr. Some served as a member of the U.S. Commission for the Preservation of America's Heritage Abroad, a post to which he was appointed by former President George W. Bush.

Mr. Some has also been an active member of the Republican Jewish Coalition, the Jewish Policy Center, Rutgers Hillel, the United Jewish Federation Princeton, Mercer, and Bucks, the New Jersey Anti-Defamation League, and the American Jewish Committee. Mr. Some was honored by the students of Rutgers Hillel for Jewish "Renaissance" in 2000, and received the Hillel Award from the American Jewish Congress in 2005. He was honored in 2011 by Chabad of Southern Somerset County at their annual dinner for his leadership and commitment to the community.

Mr. Some received his bachelor of arts in public affairs degree from George Washington University in Washington, D.C., in 1976. He currently resides in [REDACTED] New Jersey, where he serves as the chairman of the [REDACTED] Planning Board.

Steven has many vivid memories of spending summers with his family at his grandparent's home on the Jersey Shore, where he enjoyed playing in the surf and sand, and taking long walks with his grandmother along the boardwalk from Belmar to Asbury Park. Each Spring, Steven looked forward to his father taking him to his grandparent's home in Belmar to install the awnings over the porch. This yearly trip signaled the beginning of the beach season and the happy times to come.



HIS PARENTS ACTUALLY MET ON THE BEACH IN BELMAR. AS AN ADULT STEVEN VISITS THE SHORE REGULARLY, ENJOYING THE BEACH, THE FOOD AND ENTERTAINMENT IN A VARIETY OF LOCATIONS INCLUDING CAPE MAY, ATLANTIC CITY AND ASBURY PARK.

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MWW

BRIAN HAGUE, VICE PRESIDENT PUBLIC AFFAIRS

Brian Hague is the Vice President of MWW's Public Affairs department. Brian has over 15 years of experience in both corporate and government communications, which allows him to greatly assist MWW's clients with messaging and legislative assistance. In his time with MWW, he has helped develop local, state, and national support for wide-ranging and challenging topics for clients such as JFK Health System, McDonald's, the New York Metro, the Fan Freedom Project, Parsons Transportation Group, and the Investment Company Institute.

Throughout his professional career, Brian has worked on a multitude of issues ranging from mass transit to healthcare to corporate mergers. He specializes in crisis communication by quickly assessing volatile situations and preparing his clients to speak immediately and authoritatively to members of the media. Through Brian's efforts, his clients have appeared in all New York and Philadelphia media outlets including broadcast and cable TV news, radio, daily and weekly newspapers, and specialty trade publications.

Brian started his career as a newspaper reporter for the New Jersey Star-Ledger before joining the New Jersey Assembly Democratic Office in Trenton. He recently served as Chief of Staff for the Bergen County Executive and continues to work closely with many of the region's premiere policy makers, elected officials, and key staff members.

Brian holds a Bachelor of Arts degree in Journalism and Political Science from Rutgers University.

Brian's grandparents owned a vacation home in Seaside Heights, NJ. He and his brother spent many summers with his grandparents riding the log flume and eating lunch at the Sawmill on the boardwalk at Seaside.

He also is actively involved with another MWW client, Parsons Corporation, in working with Ocean County officials to better redesign and engineer sections of Route 35 that were destroyed by Superstorm Sandy.

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KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

RYAN J. CARBAIN, PUBLIC AFFAIRS DIRECTOR

Ryan J. Carbain, Public Affairs Director, helps the team develop and implement strategies to better position clients with the media, third parties, local stakeholders and the community at large. Since joining the firm, Ryan has been tasked with branding public-image campaigns, crafting issues-related campaign strategies, and executing broad-based coalition strategies to further client goals and objectives.

Ryan has the capacity to act as an official spokesman, draft and place top-tier articles and editorials, create web, direct mail and advertising copy on community issues, and help coach and prepare clients and third-party validators for interviews and commentary.

Critical client wins include a campaign to alert the community about insurance formularies that affect specific communities, forming and managing a broad-based coalition for new energy infrastructure, and forming an alliance between business and consumer groups to support a complicated issue.

Prior to joining MWW, Ryan served as Communications Director for Representative John Adler, D-NJ-3, managing the Congressman's communications strategy and serving as the office's spokesman. In addition, he worked for United States Senator Robert Menendez, D-NJ, where he was a member of the press team, and conducted regional outreach for issues involving the federal budget and appropriations, energy and the environment, military installations, small business, and transportation. Ryan's work history also includes a brief stint in the Office of NJ Assemblyman (now Senator) Robert Gordon, D-38, and various congressional, senate and gubernatorial campaigns throughout the state of New Jersey.

Ryan graduated from Rowan University with a Bachelor of Arts in History.

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MEDIA RELATIONS

MWW

LESLIE LINTON, SENIOR VICE PRESIDENT, MEDIA RELATIONS EXPERT & MEDIA TRAINER

Leslie Linton doesn't just know media. She is media. As a former network television producer for 25 years at CNN, CNBC, NBC & PBS, Leslie is MWW Group's go-to expert for getting clients featured on broadcast, which she does daily.

As a born and bred Jersey girl, Leslie got her first job in journalism working at Public Broadcasting's New Jersey Nightly News, so she has a special spot and excitement for all things concerning the Garden State.

Since coming to the MWW Group in 2005 as our top media relations specialist, Leslie has run successful media campaigns for clients such as Frontier, Travelzoo, Luxury Retreats, Deloitte, Verizon, Vitals, and Zumba - with major national placements on ABC's Good Morning America, Nightline, The Today Show, CBS This Morning, CNN, CNBC, MSNBC, PBS's Nightly Business Report, Bloomberg Television, Fox News Channel and Fox Business Network. Leslie has also produced and secured national satellite media tours as well as top-tier placements in local markets across the country.

In addition, Leslie specializes in executive media training, ensuring clients produce optimal message delivery during interviews. She is a recipient of numerous industry accolades, such as the George Foster Peabody award for live stock market coverage, as well as the American Academy of Nursing's media award for excellence in journalism.



SOME OF HER BEST MEMORIES AS A CHILD ARE OF SPENDING HER SUMMERS AT THE JERSEY SHORE, SPECIFICALLY BELMAR AND LONG BEACH ISLAND. SHE HAS SINCE RENTED HOUSES ON THE JERSEY SHORE EVERY MEMORIAL DAY WEEK WITH MULTIPLE FAMILIES AT ONE TIME AS WELL AS IN AUGUST WITH HER MOTHER, BROTHER AND ASSORTED FAMILIES. HER SON, AT AGE 20, STILL BOASTS OF WINNING THE MINI-GOLF TOURNAMENT ON LONG BEACH ISLAND!

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MWW

CANDICE BRUDER, VICE PRESIDENT, MEDIA RELATIONS

Candice Bruder has a broad range of expertise within the synergistic fields of travel, real estate, regional and consumer lifestyle media relations, with a specialty in destination properties. She has developed and executed national and regional (NYC and NJ) media relations programs for clients such as Manhattan's Time Warner Center, encompassing the Center's dining, shopping, travel, and entertainment facets; Related Companies, one of the largest private real estate developers in the country, including the Hudson Yards project in New York City; Travelzoo, a leading online publisher of travel, entertainment and local deals; and Newport, a mixed-use destination in Jersey City, New Jersey.

In addition, she works closely with her clients to develop innovative consumer brand programs across company practices, and she has four times received MWW's "Aim High, Deliver" Award.

MWW

TOM COSENTINO, ACCOUNT DIRECTOR

Tom Cosentino, Account Director, MWW, brings more than 28 years of national public relations experience to the forefront in developing communications strategies for client partners. Over the past 23 years working on the public relations agency side of the business, Tom has been involved in numerous business start-ups and charged with rolling out campaigns in multiple markets across the country.

Tom previously was President of iMedia Strategies LLC in Princeton, NJ, a division of Capital Public Affairs, which was purchased by MWW in February 2013. At iMedia, Tom directed the UnCorkNJ.com campaign to get the laws changed in New Jersey to allow the direct shipment of wine to the homes of consumers. He has since become the public relations consultant for the Garden State Wine Growers Association. He also manages the campaign for the New Jersey Energy Link, the privately-funded proposed offshore wind transmission line to be built off the NJ coastline, which counts Google among its investors.

Tom also served as co-founding General Manager of Catalyst Public Relations in New York from 2005-2008, where he oversaw programs for Yahoo! Finance, ESPN.com, VERSUS, TicketsNow.com, and vitaminwater, among others. There, he successfully launched a national search for the real Stanley Cup, finding a

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mill worker from Pennsylvania whose real name was Stanley Cup and using him as the ambassador for the cable network Versus' telecast of the Stanley Cup Playoffs. The campaign broke with a Sunday New York Times sports feature and led to two national AP stories, a media tour in New York, including national appearances by Mr. Cup on Fox and Friends and ESPN News, as well as a satellite media tour.

Prior to joining Catalyst, he was a partner in O'Leary & Cosentino Communications, where he launched the Women's United Soccer Association, the nation's first stock market for trading cards, The Pit.com and managed programs for the New Jersey Sports & Exposition Authority, Cable Positive, the cable television industry's AIDS awareness organization, ESPN.com and Rainbow Media, among others.

Before launching his own agency, Tom was General Manager of Lapin East/West Public Relations in New York. At Lapin, Tom spearheaded campaigns on major championship boxing events, managed the 75th Anniversary campaign for the National Hockey League, launched the Ted Williams Card Company and handled programs for American Movie Classics, Ice Capades and the Harlem Globetrotters. At Lapin, Tom helped launch the Golf Channel, NewSport Television and the Independent Film Channel.

He was also Publicity Director of Yonkers Raceway and began his career in 1983 as a media relations intern for the New York Yankees.



I HAVE REPRESENTED MONMOUTH PARK, "THE JEWEL OF THE SHORE." I HAVE LIVED IN MONMOUTH COUNTY FOR THE PAST 19 YEARS. WHEN I WAS A BOY GROWING UP IN THE BRONX I USED TO VISIT ASBURY PARK ALL THE TIME WHEN WE CAME OUT TO SEE MY UNCLE. MY YOUNGEST SON RECENTLY GRADUATED FROM MONMOUTH UNIVERSITY. HE IS A CLASS 2 POLICE OFFICER IN BELMAR. WHEN SANDY HIT, MY SON EMAILED US PHOTOS FROM BELMAR. I WILL NEVER FORGET HIS TEXT: "THE BOARDWALK IS GONE."

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MWW

DIANA HITZIG, PUBLICIST

Diana Hitzig has established herself as a prodigious publicist, with her strength lying in traditional media relations. Diana's hard work and ability to creatively pitch a variety of client categories has lent itself to her success with past clients, including Myrtle Beach Area Convention & Visitors Bureau, the U.S. Virgin Islands Department of Tourism, Twin America (Gray Line New York, CitySights NY, CitySights LA, CitySightseeing NY Cruises), SHE by SO.CAP.USA hair extensions, Westside Market NYC, White Cloud Electronic Cigarettes, Promotion in Motion, the Shake Weight, Bytox Hangover Prevention Patch, 1-800-Registry, and Empire Steakhouse, among many others. Diana currently works on the hotel accommodation website Booking.com, Zippo brand and Armitron watches.

Having excelled in her pitching efforts, Diana has established lasting relationships with countless editors, and has garnered placements with leading publications and broadcast outlets, including: the New York Times, TODAY with Kathie Lee & Hoda, USA Today, NY Post, ABC World News Now, MSNBC.com, the Chicago Tribune, and Scholastic Parent & Child, among many others.

Diana graduated from the University of Rochester with a B.A. in Religious Studies and a minor concentration in English Literature. Prior to working at MWW, Diana worked at M Booth and Associates and 5W Public Relations.

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MWW

LAUREN CERRA, ACCOUNT COORDINATOR

Lauren Cerra is an Account Coordinator within the Corporate Communications practice at MWW, providing account support to clients including Deloitte Healthcare, Deloitte Consulting CEO Eminence Program, and the Verizon Foundation. Lauren began her career with MWW as an Associate, where she helped provide support to clients in various industries across the Corporate Communications practice, including financial services, professional services, risk and insurance. She is also a member of the Public Relations Society of America (PRSA) New Jersey chapter, and recently helped to coordinate a workshop with Verizon on how social media is evolving the role of the corporate communications practitioner.

Lauren graduated from Seton Hall University with a Bachelor of Arts in Public Relations & Journalism.



LAUREN HAS ALSO GROWN UP ON THE JERSEY SHORE. AS A RESIDENT OF ██████████ NEW JERSEY, SHE HAS SEEN FIRST-HAND HOW SUPERSTORM SANDY HAS LEFT AREAS ALONG THE JERSEY SHORE IN UTTER DEVASTATION AND OTHERS COMPLETELY UNTOUCHED.

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SOCIAL/DIGITAL

MWW TIM BAKER, VICE PRESIDENT, DIGITAL

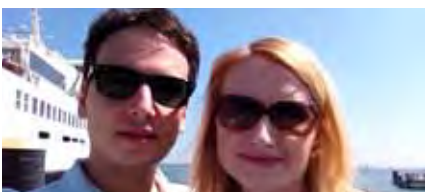
After graduating from Oneonta State University in 2001 with a Bachelors Degree in Music Business, Tim Baker began his career at McGathy Promotions, where he played an integral role in building and managing the online presence for some of music's biggest artists. He left McGathy to work under industry legend David Krebs with the management of the multi-platinum group Trans-Siberian Orchestra as well as a handful of other smaller artists. Tim used his expertise in "new media" to allow musicians to connect directly with fans online well before the days of MySpace and Facebook. Tim also pioneered the use of "online street teams" which allowed many of his artists to maintain successful and profitable careers without the use of major label support, a trend that was relatively unheard of at the time. In 2007, Tim was hired at Wake Entertainment Group, where he was responsible for managing the social media presence of a variety of artists, most notably the global icon Yanni. Tim played an important role in launching Yanni's first foray into vocal pop music with the newly-created record label imprint "Disney Pearl." He also was responsible for managing the day-to-day activities in the company's massive music publishing catalog, which included songs by such iconic artists as Celine Dion and Jennifer Lopez.

Looking for a new challenge, Tim joined FTI Consulting's digital group (then known as Financial Dynamics) in 2009, where he launched the company's fledgling social media practice. It was here that Tim created online strategies for some of the world's biggest brands, including Comcast, Coldwell Banker, Coca-Cola, Allstate, Duane Reade, OpenSkies Airlines, Diago, Lumber Liquidators, Reebok and HSBC. After building FTI's social media practice from two people to a global team that consisted of colleagues reporting to him from around the globe, Tim took a job at MWW Group, where he currently serves as the VP of Digital Strategy working with many of the company's flagship clients.

Tim specializes in creating and executing digital strategies that target hyper-local audiences. His award-winning digital work with the New York Tri-State McDonald's restaurants is a testament to his ability to activate consumers on a micro-level.



TIM IS A RESIDENT OF NEW JERSEY AND FREQUENT VISITOR TO THE MANY BEACHES ON THE JERSEY SHORE. HIS FAMILY VISITS CAPE MAY AND POINT PLEASANT MULTIPLE TIMES EVERY SUMMER.



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MWW

ZACH MOLINARO, DIGITAL STRATEGIST

As a Digital Strategist, Zach Molinaro creates, implements and optimizes social media programs within MWW Group’s Dialogue Digital team. Zach currently works on new business initiatives while assisting current MWW clients with their digital and social media needs. Zach Molinaro has 5+ years of digital, social media and traditional public relations experience.

Prior to joining the MWW, Zach was a Senior Account Executive in Porter Novelli’s healthcare department. He helped develop and implement traditional and digital/social media campaigns for large, healthcare companies and helped grow the agency’s healthcare practice. Prior to his departure, Zach and his team successfully launched Merck’s Corporate social media entities, including Facebook.com/Merck, Twitter.com/Merck and YouTube.com/Merck. Zach was also integral in launching Merck’s Time to Talk CARDIO campaign – an unbranded, heart-health awareness program dedicated to improving communication between patients and their healthcare professionals. The program boasted an online portal with extensive, interactive learning tools and Facebook, Twitter and YouTube channels. The program garnered extensive media coverage and is viewed as a keystone for Merck’s work in social media.

Additionally, Zach has developed, implemented and worked on programs for Pfizer, Gillette, Spalding, and the New York State Department of Transportation. He has also been integral in a multitude of new business preparations and pitches.

Zach graduated from the University of Connecticut with a Bachelor’s degree in Communications Sciences.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

ANTHONY SORRENTINO, DIGITAL SPECIALIST

Anthony Sorrentino is a Digital Specialist in MWW's Corporate Communications practice. He works closely to develop, integrate and manage online strategies with a number of clients including Verizon, McDonald's New York Tri-State, and Deloitte.

In addition to his core specialties, Anthony also assists in conducting social media monitoring and analytics research, community management, and content creation and distribution. While at MWW, Anthony has written thought leadership content, including white papers on socializing the C-suite and socializing investor relations programs, as well as created specialized services for the digital team for crisis communications. Anthony is also a frequent contributor to MWW's Return on Reputation blog.

Anthony also works closely with MWW's Financial Relations Board where he helps develop and implement investor relations programs designed to assist companies in effectively communicating to the financial community and develops a wide array of materials ranging from press releases to presentations.

Anthony holds a B.S. in Business & Technology, with a minor in Economics and a focus in Marketing from Stevens Institute of Technology in Hoboken, New Jersey.



AS A CHILD, ANTHONY SPENT HIS SUMMERS WITH HIS FAMILY AT THE JERSEY SHORE, WHERE HE LEARNED TO SAIL OUT OF OCEAN BEACH MARINA.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

ADDITIONAL SUPPORT STAFF

MWW

MARA MAZZONI, VICE PRESIDENT

As a Vice President at MWW, Mara is responsible for Operations and Project Management within the Digital group. On any given day, Mara's time is divided between strategy, creating and maintaining project timelines and budgets and coordinating with internal account, creative and technology teams to bring innovative, effective concepts to life.

Prior to joining MWW, Mara served as Vice President, Producer at Edelman Digital NY and Account Supervisor at Edelman Digital Chicago. While at Edelman, Mara played a key role in the strategic planning and execution of several major client initiatives including Fuel Up to Play 60 – a joint venture between DMI and the NFL, the launch of Unilever's Dove brand global/multilingual Facebook pages, the first CPG augmented reality iPhone application for Ben & Jerry's and the creation and management of web site, social and mobile channels for the American Heart Association.

Prior to joining Edelman, Mara was an Account Executive at Fathom Communications, a DDB subsidiary. While at Fathom, Mara served as the sole online Account Representative overseeing the strategic planning, development and launch of more than 50 Web sites and online programs for clients such as Navistar, LG, Boru Vodka and Washington Mutual. Mara began her career at Doner Advertising in Detroit, Michigan. At Doner, Mara oversaw the development and execution of print, direct mail, online and DRTV projects for the Owens Corning account.

Mara holds a B.A. in Advertising from Oakland University in Rochester, Michigan where she also played Division 1 golf for 3 years. When she's not presiding in the hallways and conference rooms of Edelman, Mara is likely to be found on the fairways and club rooms of a local golf course, roaming the aisles at J. Crew, or perusing a wine list or dinner menu in one of New York's finer restaurants.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

CODY WALTON, ASSOCIATE CREATIVE DIRECTOR

Cody is a senior designer with 12 years of design experience with Fortune 500 clients and brands including Pizza Hut, Shell Oil, Hewlett-Packard, Dr Scholl's and Omni Hotels. He is passionate about design and committed to delivering excellent, innovative and effective digital communications tools. He brings a deep understanding of designing for the digital space and has a thorough knowledge of innovative new web technologies. He is poised to help make MWW Group and Dialogue Digital a powerhouse in the industry.

Cody's focus has been mostly around multimedia solutions and development. He cut his teeth with interactive agencies such as CruSh Interactive, Gravitass Development Studios and imc2. In his most recent position, Cody comes to MWW from Evoke Interaction where he managed web projects, working closely with copywriters and information architects to create the personality, look and functionality to translate the client's brand to digital media.

Cody is a graduate of the Art Institute of Houston and is based in the New York office.

MWW

LUKASZ KARPUK, TECHNOLOGY DIRECTOR

Lukasz Karpuk, Technology Director at MWW Group, has helped to launch numerous successful social media campaigns and web sites during his tenure at MWW. His expertise in new and upcoming web technologies has helped MWW win numerous awards for web site design and development.

Prior to MWW, Lukasz founded Impact D@signs, LLC where he worked several years toward building and refining his technology and design skills and forged many successful business partnerships. Lukasz attended Rutgers University with a major in computer science.



TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

DANNY MACHADO, SENIOR GRAPHIC DESIGNER

As a Senior Graphic Designer at MWW, Danny Machado's role is to conceptualize, create and execute various creative materials for our extensive client list, as well as provide creative support for marketing and new business.

Danny's experience covers a wide spectrum between traditional and digital design. His areas of expertise include, but are not limited to: branding, packaging, brochures, mailers, infographics, catalogs, presentation decks, web design, mobile site design, and creating applications or tabs for various social media platforms.

Prior to MWW, Danny worked as an intern for NovoDesign, and eventually was hired as a Junior Designer. He was responsible for all marketing material designs and client creative support.

While working at MWW, several projects under his belt have won many PR and Creative awards, namely Jet Blue's Crisis Campaign, which holds nearly two dozen awards, including: 2012 Hermes Creative Awards (GOLD) for Crisis Communication Plan, 2012 PRSA NJ Pyramid Awards for Crisis Communication, 2012 PRWeek Award for Crisis or Issues Management Campaign of the Year and 2011 Bulldog Digital/Social PR Awards (GOLD) – Best Online Employee Communications. For that, Danny was responsible for all collateral and web design over a 2 month period.

Danny Machado is a graduate of Monmouth University in West Long Branch, NJ and holds a Bachelors Degree in Graphic Design/Computer Arts.



SPENDING HIS COLLEGE YEARS DOWN AT THE SHORE, HE'S NO STRANGER TO THE BOARDWALK SCENE AND NIGHTLIFE, AND CAPTAIN HOOKS IN SEASIDE HOLDS A SPECIAL PLACE IN HIS HEART.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

ELIZABETH SARINELLI, CREATIVE SERVICES PROJECT MANAGER

As MWW's Creative Services Project Manager, Elizabeth Sarinelli manages the department's creative requests, estimates, proposals, and project timelines. With experience ranging from traditional advertising to the digital landscape, she is well equipped to handle the agency's full range of clients.

While working at MWW, Elizabeth has helped manage and produce the Nikon Café and Ronald McDonald House Photo Galleries for the Project F.L.A.S.H initiative. She coordinated the launches for various websites, including Schepisi, McLaughlin, Greenwood Group, and KWL Management, and she oversees the advertising efforts for ConnectOne Bank recently know as North Jersey Community Bank. When MWW looked to rebrand itself, the agency turned to Elizabeth to help ensure all marketing and creative materials were delivered on brand, on strategy, and on time.

Prior to joining MWW, Elizabeth worked as an intern at NBC Universal as a Public Relations assistant. From there she decided to take on a different role within the industry as an account coordinator for Integrated Communications, an advertising agency working on pharmaceutical brands for clients including, Novartis Pharmaceuticals and Bayer Healthcare.

Elizabeth holds a BA in Communication from William Paterson University.



THE MEMORIES THAT I HAVE MADE AT THE SHORE WILL ALWAYS BE DEAR TO MY HEART. FROM FAMILY DAY BEACH TRIPS AS A CHILD, TO CELEBRATING MY ONE YEAR WEDDING ANNIVERSARY IN SPRING LAKE. FOR OUR ANNIVERSARY WE STAYED AT A QUAIN VICTORIAN BED AND BREAKFAST. WAKING UP TO HOMEMADE WAFFLES AND BEING SERVED IN A CHARMING DINING ROOM MADE THIS ONE EXPERIENCE TO NEVER FORGET. WE SPENT OUR MORNINGS ON THE BEACH AND LATE AFTERNOONS SIPPING FRESHLY BREWED TEA ON THE LEMONADE PORCH. THE BEST PART OF THIS TRIP WAS THAT WE WERE SO CLOSE TO HOME AND KNEW WE COULD MAKE THIS OUR NEW ANNUAL TRADITION.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

DMOs

MWW

STEPHEN ALTABELLI, SENIOR VICE PRESIDENT AND GENERAL MANAGER,
TRENTON OFFICE, MWW

Stephen Altobelli, Senior Vice President, has more than 20 years of experience helping clients manage their external communications challenges. He has an extensive background in public affairs, crisis and corporate communications, issues management and marketing. At MWW Group, Stephen works in the Public Affairs department to help position clients and their often controversial issues with key audiences, including public officials, regulators, the media, community groups, the supply chain and the general public. He has experience in several industries, including energy, financial services, transportation, education, healthcare, professional services, manufacturing, utility and consumer packaged goods.

Stephen specializes in campaigns that focus on impacting public policy, engaging in an array of activities to proactively communicate client's positions to key audiences while also building and mobilizing third-party advocates and then directing related, integrated public affairs programs.

He has conducted programs for clients both on a national and regional basis. Some of these include Deloitte, Reckitt Benckiser, Financial Service Centers of New York, JetBlue, Student Access Student Choice Coalition, the Water Research Foundation, United Water, PSEG, the National Hemophilia Foundation, the Direct Marketing Association, Financial Services Centers of America, the Consumer Specialty Products Association, the Coalition for Financial Choice and others.

Previous positions include serving as a vice president at Marsh USA, where he assisted with the creation and day-to-day management of a new marketing and communications team to support the Risk Consulting Practice, a \$400 million division of the world's largest commercial insurance broker. He also served as the Director of Public Affairs for the Direct Marketing Association, a 5,000-member trade association where he created the organization's first grassroots communications program.

He started his career in Washington, D.C., serving as a legislative assistant in the personal offices of Congressmen Henry J. Nowak (D-NY) and Bob Filner (D-CA).

Stephen holds a Bachelor of Arts degree in History from Alfred University.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

MWW

CHRISSIE MARRA, ACCOUNT DIRECTOR

Chrissie Marra is a true media relations expert, with a specialty in developing unique story angles, coordinating high-level media opportunities and maintaining key media relationships. Additionally, Chrissie has extensive experience planning events and press trips. Among the clients that have benefited from her strategic counsel are VisitScotland Business Tourism, Deloitte LLP (US), Adecco, ING Direct, The Motley Fool, and Target.

Chrissie's track record in securing high profile media placements includes quality coverage in outlets including USA Today, Associated Press, The Wall Street Journal, "Fox and Friends," CNBC's "Squawk Box," The New York Times, Forbes, The Star-Ledger, New York Post, Daily News

Chrissie has been with MWW for nearly seven years and graduated with a B.A. from NYU in Journalism and Mass Communications. Her family has rented a house in Long Beach Island for nearly 20 years and she's spent many day trips over the summers to beaches up and down the shore – from Spring Lake to Sandy Hook – to surf. No matter where she travels throughout the year, the place she looks forward to going most is the Jersey Shore.

MWW

LESLIE KOREN, COPYWRITER AND EDITOR, INDEPENDENT

Role for this project: Leslie helps brands communicate powerfully and authentically through websites, email marketing, public relations materials and social media engagement. As the voice of Everything But Water, a national swim and resort wear retailer, she transports women to stylish getaways on beautiful beaches.

While at Kaplow Communications, she launched Skype to U.S. consumers and uncovered newsworthy eBay success stories. She served as the agency's first Director of Content, ensuring top-quality materials for Target, St. Ives, Nexxus and others. After following her stomach to New York's famous City Bakery, she produced special events, developed brand-extending partnerships and managed social media.

She began her career as a radio, TV and print journalist, including as an award-winning news and feature writer at the Bergen Record. Her articles ranged from exposés of illicit drug use and prostitution rings, travel essays and – the most popular – a first person review of spray tanning.

Leslie holds a BA in History from the University of Michigan, Ann Arbor.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BRUSHFIRE

JOAN C. MUELLER, PRESIDENT, BRUSHFIRE

ROLE FOR THIS PROJECT: SENIOR MANAGEMENT

Joan is an executive-level marketing and advertising professional with extensive experience developing fully integrated brand-building communications programs, customer acquisition efforts and new product launches, as well as repositioning brands. Areas of expertise include: strategic planning, brand management; marketing plan development; and results-generating creative, media and public relations efforts, for both traditional and digital advertising.

As a 13-year veteran of Brushfire, Joan guides the discovery of strategically focused, media-agnostic, business and/or consumer-centric points of connection that allow brands to engage and build mutually beneficial, long-term relationships with customers.

Joan was the driving force behind Brushfire's efforts on behalf of the New Jersey Division of Travel and Tourism. Most notably, Joan led the charge of uncovering consumer insights, translating those insights into strategically motivating creative, media and public relations programs that delivered strong positive results. Joan and the Brushfire team are extremely proud of the marketing efforts that helped travel and tourism to become a \$38 billion industry.

Prior to joining Brushfire, Joan worked with Mintz & Hoke, Inc. as a Vice President/Management Supervisor, where she was responsible for overall account brand management, including development of strategic positioning to increase sales. Joan directed development of result-generating and brand-building broadcast, print and collateral creative materials for clients such as Mohegan Sun Casino (1998-2000), Ames Department Stores, Shaw's Supermarkets, Edwards Super Food Stores, and Kaiser Permanente.

With Arnold Communications, Joan worked as both an Account and Media Supervisor, and as a Senior Media Planner/Buyer with Della Femina, McNamee WCRS. She holds a B.A. in Psychology/Management from the Catholic University of America in Washington, D.C.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BRUSHFIRE

JOHN P. LEONARDI, CHIEF EXECUTIVE OFFICER, BRUSHFIRE

ROLE FOR THIS PROJECT: SENIOR MANAGEMENT

John Leonardi's long-term vision, unparalleled industry knowledge and leadership ability have made Brushfire the agency that it is today. He is the rare CEO who has a creative background, which makes him uniquely suited to develop and shape brands in order to best position them for long-term success and market domination.

John's many years of experience spearheading state government accounts including the New Jersey Lottery, New Jersey Commerce and the Division of Travel and Tourism make him well-suited to meet the challenges of the Superstorm Sandy Recovery advertising campaign. During Brushfire's tenure, the New Jersey Lottery has enjoyed the most successful years in its financial history. And New Jersey's tourism industry has reached new and unprecedented levels of visitation to the state, up 15% since Brushfire began helping to grow the business to 37.3 billion dollars in 2011.

Branding continues to be the strong foundation upon which Brushfire builds its marketing expertise. Heading the agency for over 20 years, John has had the opportunity to work closely with many large, global corporations in developing strong brand positions.

For Minwax – a client of 40 years – John leads a Brushfire team that does all national advertising and public relations. Through creative branding initiatives, as well as social media management, they have turned Minwax into a household name. As a direct result, the brand's market share grew from 50% to 85%, and continues to dominate the industry. Since taking over the management of the Minwax social media channels, Brushfire was instrumental in substantially growing the brand's Facebook page and Twitter feed. Over the course of the first year, Facebook grew from fewer than 10,000 fans to nearly 70,000, and Twitter leaped from 82 followers to more than 480 – both in large part to the creation and curation of timely, compelling content which boosted user engagement.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

- John has a long list of blue chip brands and services which he has stewarded to
- success, including Western Union Financial Services International, Jersey Central
- Power & Light, Velcro USA, Chubb Insurance, Woolite, and Telcordia Technologies.
-
- It is John's ability to translate research findings into successful marketing, clear
- understanding of business issues, strategic branding, and all that is required to
- deliver on a brand promise that make his contributions to any brand so vital.
-
- John and his family rent a house in [REDACTED] LBI every year where memories
- are built around fun at Fantasy Island, ice cream at Showplace Parlour and days on
- the beach.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BRUSHFIRE

CATHERINE GOSS, SENIOR VICE PRESIDENT, MANAGEMENT DIRECTOR, BRUSHFIRE

ROLE FOR THIS PROJECT: LEAD ACCOUNT MANAGER/ADVERTISING

Catherine is a senior marketing professional with extensive traditional advertising experience, as well as cross-disciplinary management skills across digital, mobile, customer relationship management, experiential, and public relations. She has a proven track record of building strong relationships and delivering business results. As Management Director, Catherine supervises the account management team at Brushfire and is responsible for strategic planning and brand development activities.

During her six years at Brushfire, Catherine has been very involved with the New Jersey Division of Travel and Tourism account. One of her greatest contributions to this account was helping to devise the strategy behind the fall 2007 "Great Destinations in Any Direction" campaign and managing its execution on a very tight schedule. Through research, she was able to perceive the value of highlighting individual destinations throughout New Jersey, calling attention to attractions such as the Pinelands and Cape May. The resulting campaign helped increase brand awareness and established New Jersey as a high-end tourist destination in the minds of consumers.

Prior to joining Brushfire, Catherine was a Senior Vice President and Management Supervisor with Ogilvy CommonHealth Worldwide, where she was responsible for strategic planning, brand positioning, online/offline research development and oversight, creative and tactical plan development and implementation, budget management, and account staff training and supervision. Catherine has also held Account Supervisor positions at BBDO New York and Warwick Baker & O'Neill.

Catherine holds a B.A. in Advertising/Public Relations/Business from Pennsylvania State University. She was also named one of NJBiz's Forty Under 40 award recipient in 2010.

References

Mark Wintermute

Amnesty 2009 Project Manager
New Jersey Division of Taxation
Phone: 609-292-5185
Relationship: Previous client

Shelagh Brooke

Chief Strategic Officer
Ogilvy CommonHealth Worldwide
Phone: 973-352-4183
Relationship: Former colleague

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BRUSHFIRE

MICHAEL KALFUS, VICE PRESIDENT/MANAGEMENT SUPERVISOR, BRUSHFIRE

ROLE FOR THIS PROJECT: BACKUP ACCOUNT MANAGER/ADVERTISING

With nearly 20 years of marketing, advertising and promotional experience, Michael has led the development of innovative consumer and business-to-business campaigns across a variety of industry sectors, including state government and hospitality. Michael stays ahead of emerging trends to incorporate insightful digital and social media strategy into the traditional marketing mix. Combined with his strong analytical approach and ability to incorporate best practices from varied industries, Michael has developed programs that solve business challenges, exceed goals and generate proven return on investment.

For over 7 years, Michael played an integral role in multiple brand development efforts on behalf of the New Jersey Division of Travel and Tourism. Michael's deep knowledge of the regional marketplace and diverse audiences was critical in developing branding campaigns that enhanced New Jersey's reputation as a premier vacation destination. Conducting research and analyzing travel trends, Michael helped identify new markets to attract visitors. Campaigns developed under his management helped to improve the perception of New Jersey in the minds of current and potential visitors, increase visitation to the state, and raise visitor spending to record levels, including:

- Increased overall economic impact to the state to record levels in 2007, and again in 2011
- Increased overnight leisure visitation to the state to record levels
- Increased visitor satisfaction ratings and brand image ratings
- Developed a brand building campaign that generated a return-on-investment of \$315 in visitor spending for every \$1 spent on advertising

Prior to joining Brushfire, Michael was a Vice President/Account Supervisor with DVC Worldwide. There, he helped Labatt Blue find an innovative approach to gaining market share in an audience that was fiercely loyal to a competitive

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

brand by leveraging previously untapped, consumer insight among the target demographic. Michael also served as an Account Supervisor with Christy MacDougall Mitchell, Inc., and an Account Executive with Gotham, Inc.

Michael holds a B.S. in Mass Communications/Advertising from Boston University.

References

Anthony Minick

Marketing Director
New Jersey Division of Travel and Tourism
Phone: 609.292.2497
Relationship: Former client

Ben Rose

Director of Marketing and Public Relations
Greater Wildwoods Tourism Improvement and Development Authority
Phone: 609.846.8657
Relationship: New Jersey Destination Marketing Organization and Brushfire business partner

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BRUSHFIRE

TRACEY JEFFAS, SENIOR ACCOUNT EXECUTIVE, BRUSHFIRE

ROLE FOR THIS PROJECT: SENIOR ACCOUNT EXECUTIVE

Tracey has almost 10 years of experience in marketing and advertising and has a proven track record of managing multi-tiered, integrated campaigns, paying close attention to detail and ensuring flawless execution of programs. Her ability to direct internal and external teams through aggressive timelines and schedules has been critical to the success of multiple campaigns.

Tracey's responsibilities with Brushfire have included 5 years on the New Jersey Travel & Tourism account where she assisted with the development of all marketing efforts including strategic planning, media planning, and advertising production, and executing strategic and effective monthly promotional campaigns to ensure brand awareness and image enhancement.

Tracey has also been an integral part of Brushfire's successes in grow the New Jersey Lottery sales by \$556.84 million and net revenue to the state by \$147.9 million. She has worked extensively in managing Brushfire's campaigns and relationships with clients: Paper Mill Playhouse, Jersey Battered Women's Service, and the New Jersey Division of Travel and Tourism.

Tracey holds an A.A. in Liberal Arts from Bergen Community College in Paramus, NJ.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BRUSHFIRE

JOHN THOMSEN, SENIOR VICE PRESIDENT/MEDIA DIRECTOR, BRUSHFIRE

RRROLE FOR THIS PROJECT: MEDIA DIRECTOR

John's 30+ years of media experience has encompassed a number of consumer and business-to-business campaigns on a national, regional and statewide basis. His account background includes travel and hospitality (American Airlines, Bahamas Ministry of Tourism, Pan Am), state government and business-to-business clients.

John has continually integrated new technologies into the media mix for all clients including mobile, Web and email. His approach to media planning and buying is to recommend the media vehicles that can achieve the client's marketing objectives in the most cost-effective manner. As such, John has developed media campaigns that have consistently met client goals, created a measurable and successful return on investment, and generated hundreds of thousands of dollars in free bonus media for clients, regardless of size or category.

John maintained the leading media role for the New Jersey Division of Travel and Tourism since Brushfire started working on the account in 2005. His acumen has been important in developing innovative media campaigns that have evolved every year to incorporate more new technologies and media that achieve results. John's relationship with media vendors of all types of vehicles has resulted in substantial free bonus media value in the form of editorial opportunities, additional impressions or free space. John has been involved in purchasing regional and state media for over 25 years.

Prior to joining Brushfire, John was an Account Supervisor/Associate Media Director/Media Supervisor with Bozell & Jacobs, Inc. There, he managed all media strategy and planning for American Airlines, Minolta and Jockey. John has also worked as a Media Planner/Assistant Media Planner with NW Ayer ABH International, where he developed consumer and business-to-business media plans for Pan American Airways, Bahamas Ministry of Tourism, AT&T, Nestle and TV Guide.

John holds a B.J. in Journalism, with a concentration in Advertising from the University of Missouri School of Journalism.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BRUSHFIRE

ANNE ARMELINO, VICE PRESIDENT/ASSOCIATE MEDIA DIRECTOR, BRUSHFIRE

ROLE FOR THIS PROJECT: MEDIA PLANNING AND BUYING SUPERVISOR

Anne has more than 25 years of expertise in developing, negotiating and implementing strategic media plans. One of her core strengths is a strong understanding of industry trends and how they impact the way consumers research and obtain information. Anne believes that the key to success in this ever-evolving industry is the ability to adapt continuously to emerging trends and technologies. Anne’s knowledge of all media types is extremely beneficial to the development of an innovative and successful plan. From use of traditional media vehicles – such as print, broadcast and out-of-home elements, to use of new digital technologies – Anne incorporates a comprehensive media mix that maximizes audience reach and plan effectiveness.

Anne has been an invaluable member of Brushfire’s teams serving the New Jersey Department of State, Division of Travel and Tourism, New Jersey Lottery and Sherwin Williams’ Wood Care Division: Minwax/Thompson’s WaterSeal.

Anne planned and negotiated media plans for the New Jersey Division of Travel & Tourism since 2005. Her extensive knowledge of the New Jersey and competitive media markets enabled her to develop plans that provided maximum exposure and impact to a variety of audiences. With an eye on marketplace trends, Anne continually incorporated a successful mix of traditional and digital components that reached potential visitors at a time when they were most receptive to a message positioning New Jersey as a premier vacation destination.

Prior to her tenure with Brushfire, Anne was a Media Supervisor with DKB & Partners, working with regional brands such as PSEG, Bayonne Hospital, First Morris Bank and Clean Air New Jersey. As an Associate Media Director with McCaffrey & McCall Partners, Inc., and a Media Supervisor with Grey Advertising, Anne’s knowledge and expertise in the area of entertainment and tourism marketing flourished.

Anne holds a B.A in Business Administration from Providence College.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BRUSHFIRE

BONNIE APPEL, VICE PRESIDENT, SUPERVISOR FOR MEDIA BUYING, BRUSHFIRE

ROLE FOR THIS PROJECT: VICE PRESIDENT, SUPERVISOR FOR MEDIA BUYING

With more than 22 years of experience negotiating media buys for a wide range of local and global brands, Bonnie has perfected the art. She has successfully generated millions of dollars in free media for each of her clients, and ensures that these media serve a strategic purpose to achieve specific client goals. Whether it is a live radio remote, additional broadcast on-air spots, digital placement, or innovative promotional offers that she conceives, develops and implements, Bonnie ensures that these elements reinforce and enhance the reputation of the brand among the desired target audiences.

Since 2005, Bonnie worked tirelessly on behalf of the New Jersey Division of Travel and Tourism to ensure that the advertising budget worked harder and went further. She has unsurpassed knowledge of the local media markets. Her impeccable reputation and relationships with media vendors throughout the Northeast has resulted in significant cost savings and complimentary media for the Division. Bonnie's aggressive and innovative approach to media buying yielded a tremendous ROI. In Fiscal Year 2011, alone, Bonnie achieved nearly \$1 million in free media on a total media spend of just under \$2.8 million. In Fiscal Year 2012, Bonnie generated approximately \$1.2 million in incremental free value, including broadcast placements, live interviews, innovative promotional programs and digital opportunities.

Bonnie has a deep history of strategic media buying for major clients. As a freelance media buyer, she planned and negotiated over \$3 million worth of radio, television and local print advertising for clients, such as: Ranch One, All American Collectibles, Bayada Nurses and local retail shops. She has also worked as an Account Executive with Adam Young Inc., an Associate Media Director with Fort Productions, and a Media Supervisor/Senior Media Planner with Grey Worldwide.

Bonnie holds a B.A. in Communications from University of Hartford.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

COPYWRITING SERVICES

BRUSHFIRE

KEN MUSTO, SENIOR VICE PRESIDENT, CREATIVE DIRECTOR, BRUSHFIRE

ROLE FOR THIS PROJECT: CREATIVE DIRECTOR

For over 20 years, Ken has either written or led the development of award-winning creative concepts for a variety of products and services in categories such as entertainment, travel, and gaming. His work includes creating and supervising results-driven campaigns that utilize all forms of media be it traditional media, or innovative digital platforms such as social media, rich media, and website development.

For the New Jersey Division of Travel and Tourism, Ken provided exceptional creative direction since Brushfire began working on the account in 2005. At the outset of every marketing initiative and campaign execution, Ken has been actively involved in the strategic and media planning process ensuring that the creative idea far exceeds goals for enhancing New Jersey as a premier vacation destination. Most recently, and one of his greatest achievements in branding New Jersey as a world-class vacation destination, is the creation of the “Now That’s New Jersey” campaign.

Prior to joining Brushfire, Ken serves as a Vice President/Creative Supervisor with Keyes Martin Advertising. There, he and his creative team produced an award-winning campaign that not only generated dramatic increases in casino visitations and hotel stays but also elevated the Caesar’s brand to the status and size of the Roman Empire itself. As a Senior Copywriter with Ayer and a Copywriter with Grey Worldwide, Ken developed creative content for brands such as Continental and Northwest Airlines, Ban Deodorant, Nuprin and more.

Ken holds an A.A.S. Communication Arts from the New York Institute of Technology and has pursued post-graduate advertising studies at The School of Visual Arts in New York.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BRUSHFIRE

DONALD STAGAARD, ASSOCIATE CREATIVE DIRECTOR, BRUSHFIRE

ROLE FOR THIS PROJECT: ASSOCIATE CREATIVE DIRECTOR

For the last 30 years, Donald has worked as an art director and designer for advertising agencies in the consumer, healthcare, and business-to-business categories, establishing and enhancing brands through graphic language. As an integral part of Brushfire's creative staff, Donald has extensive experience in developing large advertising, promotional and brand-building programs for a variety of clients, such as: Thompson's WaterSeal, New Jersey Lottery, Healthnet, Pfizer, Bristol Myers-Squibb, and Corning.

Donald brings strong graphic language to all of his work. On behalf of the New Jersey Division of Travel and Tourism, his team branded the state as a world-class destination with well-known iconic locations. The campaign, "Now That's New Jersey," countered negative perceptions with gorgeous images and positive messaging, while giving New Jersey its own distinctive brand personality in a category with strong competition among other states.

Donald's skill at giving each client brand a distinctive and memorable graphic look has earned him numerous accolades, and awards. Prior to joining the Brushfire team, Donald worked as a Freelance Art Director, Designer and Writer for companies such as Simon & Schuster. He has also held positions as a Senior Art Director and Designer with Rosiak & Associates, and Art Director, Designer and Studio Manager with Venet Advertising.

Donald holds B.A. and a Bachelor of Fine Arts from Westminster College, and has studied Typography, Design and Concept Development at the School of Visual Arts in New York.

TEAMWORK

KEY PERSONNEL FOR THE MWW AND BRUSHFIRE TEAM

BRUSHFIRE

DAVID KAMINSKY, SENIOR COPYWRITER, BRUSHFIRE

ROLE FOR THIS PROJECT: CREATIVE DEVELOPMENT

For more than 30 years, David has delivered creative advertising messages in just about every industry -- from fast food to pharmaceuticals. He's gone fishing with the Gorton's Fisherman, rubbed noses with the Snuggle Bear and even helped a pickle-loving stork launch his brand new website. David's advertising has gotten media attention, won awards and best of all, helped increase awareness and sales time and again.

Since coming to Brushfire, David has lent his enthusiasm and knack for finding just the right words to accounts that include, among others, New Jersey Lottery, Thompson's Waterseal, Minwax and Paper Mill Playhouse.

Prior to joining Brushfire, he worked as a freelance copywriter with Merkley and Partners. There, he developed content for digital, social media, TV, print and radio campaigns for clients such as Arby's, O'Charley's restaurants, Vlasic and AXA Equitable. Before joining Merkley and Partners, David was the Creative Director for DDB Worldwide and a Vice President/Creative Supervisor with Lowe + Partners.

David holds a BFA in Advertising from the School of Visual Arts, located in New York City.

4.2.4.4 BACKUP STAFF

MWW

Account Service

Louise Thach for Shannon Eis

Kristin Sommers for Louise Thach

Kayla Codina for Alexandra Rosenzweig and Shaun Leavy

Brian Hague for Steven Some

Ryan Carbain for Stephen Reid

Anthony Sorrentino for Tim Baker and Zach Molinaro

Chrissie Marra for Stephen Altobelli

Media

Diana Hitzig for Candice Bruder and Leslie Linton

Tom Consentino and Lauren Cerra as additional

media resources

Creative

Cody Walton for Mike Scheiner

All resumes included within section 4.2.4.3.

MARK FRASER, VICE PRESIDENT, MANAGEMENT SUPERVISOR

- At Brushfire since October 2006
- Currently supervises all aspects of the New Jersey Lottery account
- Extremely familiar with government process and procedures
- Adept in analyzing market research and metrics tracking tools
- Successfully developed and launched an integrated campaign for the new \$2 Powerball game for the New Jersey Lottery to drive awareness and expand market share of current and lapsed players in New Jersey

BRUSHFIRE

Account Service

Catherine Goss for Joan Mueller

Michael Kalfus for Catherine Goss

Mark Fraser for Michael Kalfus

Media

Anne Armelino for John Thomsen

Bonnie Appel for Anne Armelino

John Thomsen for Bonnie Appel

Creative

Donald Stagaard for Ken Musto

Lisa Wexler for Donald Stagaard

Ken Musto for Dave Kaminsky

Additionally, the below provides an overview of experience, as it pertains to those staff members listed above as back-up, but do not have resumes included within section 4.2.4.3.

LISA WEXLER, PRODUCTION ARTIST

- At Brushfire since February 2012
- Currently develops creative concepts, branding, and art design for all mediums, including, television, print, digital, web site, and social media
- Familiar with desired tone, look, and feel for tourism accounts as she was an integral part of creative development for many New Jersey Division of Travel and Tourism projects
- Proficient in InDesign, Photoshop, Illustrator, DreamWeaver, and Flash

COPYWRITING SAMPLES

David Kaminsky and Ken Musto will perform copywriting services. We have included their resumes in section 4.2.4.3 Resumes.

KEN MUSTO

NEW JERSEY TRAVEL & TOURISM :30 TV NOW THAT'S NEW JERSEY - "NJ ENERGY"



VIDEO: All scenes shot with high-energy, excitement, expressions of sheer joy. Footage punctuated with extreme closeups, lots of movement, and tons of fun...

WOMAN: Boardwalks built for fun.



VO: Legendary rock 'n' roll clubs.



VO: Casinos by the ocean.
Now that's New Jersey.



COPYWRITING SAMPLES

KEN MUSTO

**NEW JERSEY TRAVEL & TOURISM :30 TV
NOW THAT'S NEW JERSEY - "NJ ENERGY" (CONTINUED)**



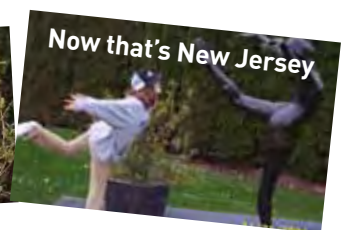
VO: 130 miles of beautiful beaches.



VO: Solid rock.



VO: And everything in between
Now that's New Jersey



COPYWRITING SAMPLES

KEN MUSTO

**NEW JERSEY TRAVEL & TOURISM :30 TV
NOW THAT'S NEW JERSEY - "NJ ENERGY" (CONTINUED)**



VO: Plan your New Jersey trip at visitnj.org.

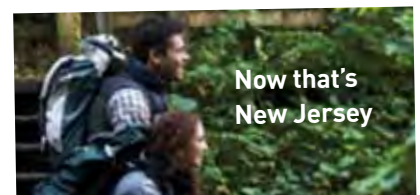
VO: Waves of fun.



VO: Nights of excitement.



VO: And a trail of memories.
Now that's New Jersey.



COPYWRITING SAMPLES

KEN MUSTO : **NEW JERSEY LOTTERY PICK-3 GREEN BALL PROMO :30 RADIO**
 : **“THINGS TO THINK ABOUT”**
 :
 :
 : **CONFIDENT, COMPELLING DOCU-DRAMA STYLE ANNOUNCER.**
 : **DRAMATIC MUSIC UNDER...**
 :
 : **ANNCR:** Why do fat chance and slim chance mean the same thing?
 : If cops arrest a mime, do they tell him he has the right to remain silent?
 : Here’s something simple to think about.
 : Think green.
 : Now thru April 1st, when the Pick-3 Green Ball
 : pops up you get a second chance to win.
 : Why is there an expiration date on SOUR cream?
 : Don’t think too hard.
 : Just think green.
 : Play Pick-3 Green Ball from the New Jersey Lottery
 : for a free second chance to win.
 : Please play responsibly. If you or someone you know has a
 : gambling problem, call 1-800-GAMBLER.

COPYWRITING SAMPLES

KEN MUSTO

PRINT AD

Genta Inc. • Bayer HealthCare LLC.
 Novo Nordisk • Celgene Corp.
 Eisai Inc. • Elusys Therapeutics, Inc.
 The company we keep,
 keeps getting better.
 Merck & Co., Inc. • LifeCell Corp.
 Novartis Pharmaceuticals
 Roche • Schering-Plough Corp.
 sanofi-aventis US Inc. • Wyeth



From Edison, to Einstein, to the breakthroughs of tomorrow, there's a reason so many of the world's most revolutionary scientific breakthroughs happen in New Jersey. Just look at the data: New Jersey has the nation's highest concentration of scientific professionals, with 184,000 working statewide. More than half of the world's leading pharmaceutical companies have major facilities here. And according to *FierceBiotech*, New Jersey is ranked as the fifth-largest biotechnology sector in the world.

To learn more, call 866-534-7789 or visit www.NewJerseyBusiness.gov. We'll put together a customized proposal detailing every advantage New Jersey can offer your biotechnology business, whether it's a startup, or established company.

THE STATE OF NEW JERSEY

www.NewJerseyBusiness.gov

COPYWRITING SAMPLES

DAVID KAMINSKY

NEW JERSEY LOTTERY :30/:05 TV
“DREAM. PLAY. WIN.”



1

VIDEO: Shot of a fitness instructor. He has a New Jersey Lottery Instant Games ticket. As he starts to scratch, the scene darkens around him and we hear his thoughts.

ANNCR: What does a fitness instructor think while scratching a New Jersey Lottery Instant Game?



2

INSTRUCTOR: (while moving to the beat in class) Scratch two, three, four... when I win I'll buy a gym... Scratch, two, three, four.



3

VIDEO: Shot of an opera singer in her dressing room. She has a New Jersey Lottery Instant Games ticket. As she starts to scratch, the scene darkens around her and we hear her thoughts.

ANNCR: What does a diva think while scratching a New Jersey Lottery Instant Game?

COPYWRITING SAMPLES

DAVID KAMINSKY

NEW JERSEY LOTTERY :30/:05 TV
 "DREAM. PLAY. WIN." (CONTINUED)



DIVA: (Singing inside her head to the tune of an aria from Carmen)
 I'll buy a purse to match my shoes.
 If I win big I will book a cruise.

4



ANNCR: Play the new Win for Life instant game.

SUPER: Game Promotion

5



ANNCR: Win \$1,000 a week forever.

SUPER: Game Promotion

6

COPYWRITING SAMPLES

DAVID KAMINSKY

**NEW JERSEY LOTTERY DIAMOND SPECTACULAR RADIO :30
"TIGHT SPOT"**

SFX: OUTDOOR AMBIENCE.

EDNA: Look Fred there's a parking space,

FRED: Do we have room, Edna?

EDNA: Plenty of room.

FRED: It looks tight, Edna.

EDNA: You're fine, just pull her in.

SFX: SCRAAAAATTCCHHHHHHHHHHHHHHHHH.

ANNCR: Think that's some serious scratch? Wait till you play Diamond Spectacular. The new instant game from the New Jersey Lottery. With incredible odds, and thousands of prizes, including 7 one million dollar prizes. But hurry, it's for a limited time.

EDNA: See? Like a glove.

ANNCR: (DEADPAN) Play Diamond Spectacular from the New Jersey Lottery. It's serious scratch.

Please play responsibly. If you or someone you know has a gambling problem, call 1-800-GAMBLER.

COPYWRITING SAMPLES

DAVID KAMINSKY

PRINT AD

A beautiful,
well-protected deck
in every can.

Natural Nutmeg Brown Natural Cedar Honey Gold Rustic Red

Thompson's® WaterSeal® gives you the power of built-in superior protection.

Get long-lasting, powerful protection against water damage, along with your choice of a clear or a colorful waterproofing stain. For a deck that is as beautiful as it is durable, all you need is Thompson's® WaterSeal.®

© 2013 The Thompson's Company *See product package for details.

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4.2.4.5

Performance on Contracts
of Similar Size and Scope

NEW JERSEY DIVISION OF TRAVEL & TOURISM



Because they believed what they saw on television.

Our approach was to deliver brand-building campaigns which not only drove awareness of the diverse range of places and activities, but did so by featuring the beautiful, majestic images that truly represented what New Jersey can offer. Our plans highlighted the well-known destinations, such as the beaches and Atlantic City, but then introduced the “unexpected pleasures” or “hidden gems” around the state. Those off-the-beaten-path places enabled New Jersey to deliver an exceptional and unique vacation experience that simply could not be found anywhere else.

Our plans reached in-state, out-of-state, and international audiences at multiple touch-points and kept the New Jersey message top-of-mind, motivating visitors to book their vacation to New Jersey. Our message reached consumers and the travel trade alike, and all of our media and public relations tactics reinforced the message that New Jersey was a beautiful place with diverse activities perfect for any interest. The messages were consistent throughout all our efforts, including television and radio commercials, consumer and trade print, out-of-home, digital, social media, bloggers, and editors. We engaged visitors with high value sweepstakes and sent our message to their fingertips via mobile text messaging campaigns. We even opened a Jersey Shore Store in the heart of New York City to bring our message directly to potential visitors in our number one visitor origin market, where we successfully worked with all of the local Destination Marketing Organizations (DMOs) throughout the state to integrate their efforts and message into the overall state brand.

NEW JERSEY DIVISION OF TRAVEL & TOURISM

RESULTS

- Our success in changing the perception of New Jersey as a premier vacation destination was immediate and lasting. Twice, we drove record levels of economic impact to the state, reaching \$37.3 billion in 2011. We drove the highest level of visitation to the state in 2011, accommodating 76.9 million visitors. We drove increases across all key satisfaction and attribute ratings. And even in a down economy, we drove increases in market share vs. the competition.
- We are at the ready to do the same for the NJEDA & the Superstorm Sandy Recovery efforts. Our extensive knowledge of the New Jersey tourism industry, the state's vast array of destination and attraction assets, the local, national, and international audiences, and our insight into what current and potential visitors want in a New Jersey vacation will enable us to quickly and efficiently develop turnkey, innovative programs to ensure New Jersey is once again thriving this vacation season.

REFERENCES

- **Anthony Minick**
- Marketing Director
- New Jersey Division of Travel & Tourism
- 25 West State Street, Trenton, NJ 08625
- 609-292-2497
- anthony.minick@sos.state.nj.us
- **Grace Hanlon**
- Executive Director
- New Jersey Division of Travel & Tourism
- 25 West State Street, Trenton, NJ 08625
- 609-954-4810
- grace.hanlon@sos.state.nj.us



JETBLUE

SITUATION

GUIDING AIRLINE LEADER TO A SAFE LANDING AFTER CHAOS AT 30,000 FEET

In recent years, JetBlue has been challenged by several crises that have captured the nation's imagination, from a flight attendant who quit in memorable (and illegal) fashion to a pilot who had to be physically restrained by passengers at 30,000 feet. Again and again, JetBlue has tapped MWW to support these specific incidents and aid in the reputational recovery in the aftermath. Beyond its crises, in an industry with fierce competition and fickle customers, JetBlue is constantly challenged to stay one step ahead of peers and retain their title as America's favorite airline.

STRATEGIC APPROACH

MWW has worked closely with JetBlue for years to prepare for worst-case scenarios and to have assets in place to immediately be deployed for any incident – in the situation room, on the ground at the site, and back-end support conducting research and analysis. We've worked closely with JetBlue to deploy innovative and time-tested approaches to crisis communications, from digital engagement (e.g., engaging on Twitter, posting real-time updates and FAQs to the corporate blog, etc.) to media relations with top-tier outlets from NBC's Today Show to Reuters. In each situation, JetBlue has been praised by observers for its response that is timely, transparent, and speaks to issues that are important to stakeholders. We've successfully transitioned narratives from negative stories about the incident to positive stories about heroic figures and JetBlue's forward-looking policies, and also avoided links between incidents that could tarnish the brand.



JETBLUE



While crises can present the most immediate and damaging consequences for reputation and consumer perception, with 75 destinations and over 800 flights daily, day-to-day customer interactions and communications are enormously important. For JetBlue, retaining strong, cohesive internal culture and sharing a narrative with customers about how JetBlue lives their values, is essential to maintaining smooth operations, outstanding customer service, and keeping JetBlue as carrier of choice. In this regard, we've supported JetBlue through internal challenges including union representation elections (JetBlue remains the only non-unionized major carrier in the U.S., a vital aspect of their business model) where our work was named "Campaign of the Year" by multiple global PR industry publications and associations for quality and innovation. We've also aided JetBlue in looking forward to the future by leading the creation of their new master narrative, which articulates JetBlue's vision, values, and relevance to key stakeholders.

RESULTS

Whether regular day-to-day operations or potentially damaging crises, MWW's partnership with JetBlue has produced outstanding results for the airline, its customers, and Crewmembers. Our efforts have helped to contain and quickly move beyond explosive situations and avoid damage to their brand, and concurrently advance its reputation among key stakeholders for competence, transparency, and a commitment to doing the right thing. Recently, JetBlue won its eighth-consecutive JD Power & Associates customer satisfaction award, a testament to their long-standing commitment to reputational excellence.

REFERENCE

Rob Maruster, COO
 rmaruster@jetblue.com
 718.709.2255



CAPE MAY

Reinventing Cape May as THE Place to be at the Jersey Shore

MWW is a company that's Jersey born and Jersey strong, so helping a shore town like Cape May revitalize its image to attract more attention and tourists was a task that was right up our alley. Our success in changing perceptions about what Cape May is resulted in marked increases the town's tourism stats and tons of media coverage.

SITUATION



Cape May, N.J. is a Victorian island/shore town known as "America's Oldest Seashore Resort." For years, it had been experiencing a drop in tourism and attracted primarily one type of tourist: aging baby boomers. The Cape May Tourism Commission realized that a change in how tourists thought about Cape May was long overdue, and they asked MWW to help make that happen.

Our task was to develop a strategic media relations campaign that would position Cape May as a historic, yet modern place to visit, with all of the conveniences that today's trendy traveler would expect from a destination. The goal was to attract a wider range of visitors within a 300-mile radius, as well as reintroduce the destination to consumers nationally, in addition to:

- Promoting Cape May as a vacation destination offering a variety of unique leisure and entertainment activities to drive tourism.
- Differentiating Cape May from the rest of shore by leveraging its well-known assets (Victorian architecture, beaches, events and activities and newsworthy items) to create conversation about key messages.
- Highlighting Cape May's modern conveniences, new and refurbished venues and news announcements to create buzz for Cape May as the destination for trendy travelers.
- Emphasizing Cape May's fine dining offerings to attract culinary travel experiences and day trip coverage

CAPE MAY

STRATEGIC APPROACH



We conducted a comprehensive media audit to identify media impressions, knowledge and opinions of Cape May, and an analysis of previous media coverage of the destination and its shore town competitors. Our team then identified key areas in which we could most effectively gain media interest and areas that had been neglected in the past.

Overall, we found that Cape May was positively perceived among those we audited, but was viewed as a destination for an older crowd. Cape May was also viewed as a summertime destination, with few offerings during the shoulder season. Maintaining this balance between old and new was essential in MWW's approach and served as a creative springboard for developing targeted pitches.

We positioned Cape May as a town that was reinventing itself and offered a variety of attractions year round for a new generation of traveler, while maintaining the history and charm for which the destination is known. In order to re-introduce the media to Cape May as young, fresh destination, our team developed a year-long strategy, with each quarter focusing on the unique and different offerings of Cape May relevant to that season.

MWW Group also implemented a myriad of traditional and non-traditional PR tactics to reach a number of new audiences for Cape May, including:

- Designed and developed a comprehensive press kit
- Maintained and developed new media relationships
- Facilitated guided media tours and press trips to introduce the media to the historic, but new Cape May
- Leveraged information and news from Cape May based organizations to develop new pitch angles

CAPE MAY

RESULTS

- Highlighted awards and recognition of Cape May from other media outlets and associations.
- Provided advertising recommendations for outlets in which Cape May would benefit from additional exposure
- Assisted with crisis management with sensitive city situations
- Delivered strategic partnership recommendations that elevated awareness and recognition for Cape May
- Engaged local businesses in all PR efforts to collect details on new activities to promote and to ensure shared and varied media coverage
- Conducted quarterly meetings with the Cape May Tourism Commission and city resident

MWW also developed hyper-focused pitches aimed at age-specific and niche audiences. One such angle leveraged Cape May's reputation as the "birding capital of North America," which drew in eco-tourists from all over the world, and the high incidence of second home purchases in Cape May. This combination was a perfect fit for The New York Times and resulted in an article that Cape May residents raved about for months after publication.

As a result of MWW Group's media relations campaign for Cape May, several organizations, including the city government, directly attribute an increase in visitors to the agency's efforts. That year:

- Beach tag sales increased by 8.5 percent
- Room tax sales increased by \$70,000
- Water usage increased by up 33 million gallons



CAPE MAY

RESULTS

In addition to these financial results, Cape May graced the pages of key regional and national media outlets, generating more than 41 million media impressions and reaching an advertising equivalency of more than \$1,708,334, a x percent return on the city's PR investment. Media coverage touting key messages ranged from three-page features to calendar listings – and everything in between, including:

- 2-page feature in The New York Times
- 3-page feature in The Record
- 3-page feature in The Herald News
- Yachting Magazine
- The New York Daily News
- Newsday
- The Baltimore Sun
- Philadelphia Inquirer
- Metro New York
- AM New York
- New Jersey Monthly
- New Jersey Life
- New Jersey Countryside
- Philadelphia Magazine



REFERENCE

- **Bob Steenrod**
- Publicity Committee for the Greater Cape May Historical Society
- (609) 636-4525
- [REDACTED]

NJ FAMILYCARE (NJFC)

Changing the Way Multi-Ethnic Audiences View NJ Family Care

NJ FamilyCare (NJFC) is a state program that provides low-cost or free health insurance to low- and middle-income families. Yet, it was not a name that was recognized or viewed positively among this audience. MWW was able to change this and make a significant impact within a wide variety of communities throughout New Jersey.

SITUATION



NJFC was criticized as being poorly managed, with applications taking too long to process and minority populations being neglected and/or ignored. The agency's vendor responsible for processing applications had been recently fired for mishandling information. On top of it all, the eligibility requirements for enrollment had undergone drastic changes, leaving residents considerably confused about whether or not they could apply and how.

MWW was hired to rebuild the public's trust in the agency, restore relationships with key community members and increase awareness and enrollment in the program. This was a significant challenge. We knew that as one of the most diverse states in the country, New Jersey has a population of uninsured families that vary across the board. Since NJ FamilyCare is intended for low- to mid-income level families, the need for the program stretches across every race, culture, religion and language.

NJ FAMILYCARE (NJFC)

• Additionally, many of these communities have an intense mistrust of
 • government agencies and officials, especially since a number of our targeted
 • families are immigrants who may or may not have the proper paperwork or be
 • in the country legally. Higher income-bracket families also often incorrectly
 • associated NJ FamilyCare with a welfare program, which carries negative
 • connotations.



• Crafting a communication program that could connect with so many different
 • audiences and overcome all of these challenges would be a herculean task that
 • we were sure we could undertake. Our goals:

- Re-establish relationships with culturally and religiously diverse community partners;
- Increase awareness of NJFC's available health coverage; and Enroll at least 5,000 new children in the program.

NJ FAMILYCARE (NJFC)

STRATEGIC APPROACH

To accomplish all of this, MWW created the “Hit the Streets” campaign, which brought NJFC’s message to individual communities in a one-on-one setting. Via a large yellow van wrapped in NJ FamilyCare’s logo, the “Street Team” leveraged existing relationships with key decision-makers and utilized existing networks around the state to arrange and attend events and attractions with a focus on multicultural and urban communities.

COMMUNITY PARTNERSHIPS

- The team targeted culturally-specific events with culturally appropriate materials and multilingual staff to ensure a wider reach into each community. These included the Six Flags Great Adventure Hispanic & Latin Festivals, Save Latin America Health Fairs, the PNC African-American Festival, the Korean Chusok Festival, the Chinese-Mid Autumn Festival and the Newark Cherry Blossom Festival.
- At each community event, the main “hook” of the NJFC table was the “I Love You Card” program. MWW representatives took a picture of a child and printed it out on a culturally-appropriate card that said “You Do So Much for Me, I Just Want to Say I Love You.” The card had NJFC’s contact information printed on the back and served two purposes. First, it kept the child busy while the parent spoke with a representative about the program. Second, if the adult felt insecure about approaching the table in front of people they know, the “I Love You Card” gave them a reason other than health insurance to get more information.
- MWW reached out to Police Athletic League (P.A.L.) sports leagues in urban communities to offer sponsorships in return for NJFC’s contact information posted on the registration forms. Parents had to check off whether or not their children had health insurance, and those who were uninsured were sent NJFC information. This partnership reached thousands of low-income families from various ethnicities. A similar strategy was launched with the Metro-Stars’ soccer clinics, tournaments and camps.



NJ FAMILYCARE (NJFC)

STRATEGIC APPROACH

FAITH-BASED INITIATIVES

- MWW reached out to faith-based organizations to educate leaders on NJFC and encourage constituents to apply for the program. The “Hit the Streets” team sponsored events at Catholic, Sikh, Baptist and BAPS sponsored events including health fairs, festivals and carnivals

HEALTHCARE/MEDICAL COMMUNITY

- MWW trained appropriate staff members on the new, easier-to-understand NJFC application as well as new enrollment criteria at every hospital with heavy traffic of uninsured children.
- We organized “Open Enrollment Days” at each hospital. Invitations were sent to every uninsured family the hospital had on record and advertisements were posted in local media and throughout the community.
- We contacted local school boards and faith-based groups to encourage families to attend and enroll their children. Attendees were able to speak one-on-one with bi-lingual NJFC representatives and apply for the program while their children were entertained in the waiting area.

SCHOOL/EDUCATION COMMUNITY

- Similar to the hospital outreach, MWW initiated partnerships with urban school districts that fell into the targeted regions and hosted “Open Enrollment Days” for uninsured parents to come in and apply for the program. The team also set up tables at school community functions and held informational sessions for interested parents and faculty members.



NJ FAMILYCARE (NJFC)

STRATEGIC APPROACH

BUSINESS/CORPORATE PARTNERSHIPS

- MWW secured partnerships with major discount retailers and business associations throughout the state that have a high volume of multi-cultural patrons/employees. This also allowed MWW to reach the higher income-bracket families who might otherwise not have known they were eligible.
- Relationships included Wal-Mart, Wendy's, Burlington Coat Factory, ShopRite, Stop & Shop and the New Jersey Restaurant Association.

COLLATERAL

- MWW created fact sheets, posters, brochures and promotional items in English, Spanish, Korean, Portuguese, Gujarati, Arabic, Chinese, Vietnamese and Polish.

RESULTS

As a result of our grassroots campaign to mend NJFC's broken community ties, more than 10,000 children were newly enrolled in the program – 100 percent more than our original goal. The Hit the Streets campaign reached over 50,000 families through extensive networking and relationship-building among key demographic groups. Overall, MWW helped reshape the face of NJFC by gaining positive publicity and producing lasting results.

REFERENCE

Heidi Smith

Directors Office
Office of NJ Family Care
7 Quakerbridge Plaza
Building 7, 2nd Floor, Room 200
Trenton, NJ 08619
heidi.smith@dhs.state.nj.us
(609) 588-3526
(609) 588-3581

PALISADES AUTO INSURANCE

Getting New Audiences to Smile with Palisades

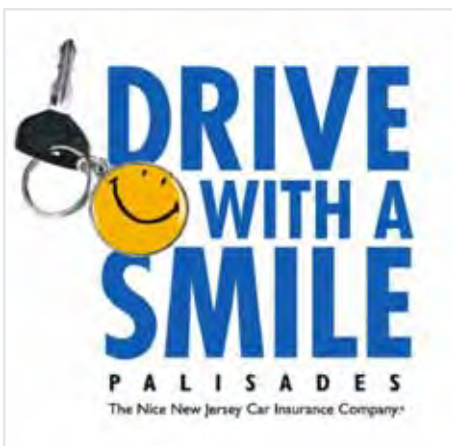
Palisades, a New Jersey auto insurance company known for providing value that makes its customers smile, wanted to make a splash among consumers not familiar with the brand – and MWW stepped up to take on the challenge.

SITUATION

Palisades had long prided itself as being New Jersey’s “nice auto insurance company.” While the brand had a good reputation among existing customers, its positioning wasn’t creating buzz with the general public or driving traffic to and quotes on the Palisades Website. MWW Group was charged with developing an innovative PR program that would increase awareness and online presence for Palisades and drive consumer consideration among prospective NJ customers.

Palisades was very specific in the concrete results it wanted to see as a result of our efforts:

- Increase consumer awareness by 50% based on the company’s 1.8 percent figure in April 2009
- Secure 2 million media impressions in NJ, NY and Pennsylvania regional newspapers, magazines, broadcast outlets and blogs
- Generate a 5 to 8 percent increase in visits to Palisades.com during the campaign, based on July 2009’s net 12,000 visits statistic
- Drive at least 10,000 to 12,000 visits to the “Drive with a Smile” campaign microsite from July through December 31, 2009
- Generate an estimated 500 to 600 percent increase in consumer engagement with Palisades’ Facebook and Twitter social media platforms over the course of the campaign.
- Generate a 300 to 700 percent increase in Palisades’ online share of voice



PALISADES AUTO INSURANCE

STRATEGIC APPROACH



• We started by polling NJ drivers and researching what the competition was doing to accomplish goals similar to Palisades. We then expanded our search to include other NJ companies outside of the insurance industry to gauge what tactics were successful in speaking to similar consumer audiences. Our research also included hyper-local outreach, such as interviewing individual insurance agents and analyzing different community activities throughout the state.

• As a result, we noticed the competition mainly used highway billboards with savings messages to drive consumer interest, but none offered any community engagement. We also learned that the visual arts community in NJ had recently experienced major budget cuts, which resulted in little to no statewide arts activities, competitions or state fellowship grants. We also found that NJ consumers have a passion for the visual arts, but busy metropolitan lifestyles often keep them from enjoying them as much as they'd like.

• Based on this information, MWW developed strategies centered on these angles and community needs that would deliver the results Palisades was looking to achieve. We created the "Drive with a Smile" campaign to connect Palisades to the community and remind NJ drivers that driving is not just about getting from one destination to another.

PALISADES AUTO INSURANCE



The Palisades Highway Art Gallery was the first “Drive with a Smile” initiative. This visual celebration of NJ invited residents to help create the state’s first-ever highway art gallery, using prominent billboards on some of the state’s busiest highways and roadways as canvases for local artists. Artists submitted their interpretations of NJ’s beautiful landscapes online, where NJ residents voted for their favorite entries. Based on the votes, the top 12 entries were turned into highway billboards. All campaign elements were executed by MWW in collaboration with Palisades and included:

- Identifying and securing well-known landscape NJ artists Tim Daly and Gary Godbee to create sample billboards to loan credibility, kick-off the competition and drive buzz with the NJ arts community
- Creating tagline/logo
- Designing/developing microsite for entrants to upload images and the public to vote.
- Creating pre-competition splash Webpage to build excitement
- Purchasing billboards throughout the state
- Developing press releases announcing the site, program and two inaugural billboards
- Hosting kick-off events including coverage by leading local TV news station and newspapers
- Implementing aggressive outreach through Facebook and Twitter to support entrants, post contest announcements, and stimulate voting
- Pitching/placing stories in various state-wide media outlets
- Facilitating online NJ getaway sweepstakes solely for competition voters, to encourage votes
- Hosting a celebratory event for winners at the State Museum, featuring the NJ Secretary of State [This event was not originally planned, but was offered by invitation from the State, since the competition drew positive attention to NJ’s landscapes and tourism destinations.]
- Unveiling winning billboards and conducted extensive outreach to generate press for winners within their local newspapers/broadcast outlets

PALISADES AUTO INSURANCE

RESULTS

- MWW far exceeded every objective set by Palisades, whose post-campaign awareness study showed a more than 85 percent increase in consumer awareness over the benchmark – from 1.8 percent to 3.4 percent within six months. Palisades attributes “Drive With A Smile” to providing a significant lift in awareness.



- We also secured over 19,000,000 media impressions in feature coverage in tri-state newspapers, magazines, broadcast outlets and blogs. The program received an additional 155,000,000 impressions in mentions/press release pick up, totaling 174,000,000 media impressions.



- Palisades.com saw an 18 percent increase in visit referrals from the “Drive With a Smile” site and almost 25 percent increase from the Palisades Facebook fan page. There were over 2,192 referral visits from the campaign microsite and 2,959 from Facebook, increasing Palisades.com traffic by over 40 percent.

- MWW increased engagement social media engagement for Palisades by nearly 3,000 percent. Additionally, Palisades was mentioned 184 times through social media platforms – increasing the brand’s online share of voice by over 1,000 percent within a two-month period.

- Palisades.com/DriveWithASmile saw over 37,200 visitors in July through August, exceeding the original goal by more than 300 percent within two months of the four-month timeframe.

REFERENCE

- **Monika Stickel**
- Director of Branding and Marketing Communications
- 908-420-9585



NIKON

CHANGING PERSPECTIVES ABOUT NIKON AMONG A YOUNGER, STYLE-CONSCIOUS AUDIENCE

For over twelve years, MWW has helped Nikon solidify its position as a brand that leads the digital imaging world market. We have consistently focused on positioning Nikon as not just a brand for professionals, but a brand-of-choice among young, fashion-forward consumers – with phenomenal success.

SITUATION

Our constant charge is to educate consumers and engage their passion for photography in new and creative ways to support Nikon's goals:

- Generate positive brand and product publicity
- Promote benefits of Nikon's new products
- Connect with new customers to further generate consumer awareness and brand relevance
- Increase share of voice for Nikon products and among key influencers and consumers
- Build excitement and buzz to drive positive brand and product exposure and conversation in online communities and through the media

STRATEGIC APPROACH

Through consumer media relations, successfully creating award-winning consumer and digital programs, and working with key influencers, MWW has helped reaffirm Nikon's position at the top of the digital imaging world. We consistently push the brand to embrace new ways to matter more with consumers and key influencers. We deliver measurable results through a thoroughly executed, 360-degree strategic communication programs.

NIKON

PROGRAMS

REDEFINING FILM FESTIVALS AND SOCIAL MEDIA WITH NIKON

MWW helped Nikon redefine “film festival” by launching the first-ever online fest that relied solely on social media. Our Nikon Festival leveraged consumers’ easy access to HD video and the popularity of user-generated content shared through the social media space. This was the winning combination that was needed to increase Nikon’s visibility as a social media innovator and to generate genuine consumer engagement that would exponentially resonate among our target audience.



The Festival launched with an opening tweet from mega-star Ashton Kutcher’s Twitter platform, as well as the accounts of the three official Festival judges: actor Rainn Wilson, professional photographer Chase Jarvis and Internet Evangelist iJustine. We then used social media via a Nikon-branded website, and Twitter and Facebook platforms to:

- Activate frequent, relevant posts and interactions with fans.
- Establish timely conversations.
- Provide “Ask Rainn” videos featured exclusively on Facebook.

Additionally, winners were announced on iJustine’s YouTube channel and during the Sundance Film Festival.

The Nikon Festival created a new way for people to interact with the brand and was a true first of its kind for consumer engagement. As a result of communications from active participants, influential celebrity judges, Kutcher, media, fans and followers, Nikon connected with hundreds of millions of target consumers.

NIKON



STANDING OUT AT SXSW 2011; INTEGRATED CAMPAIGN / SCAVENGER HUNT TO FIND ASHTON KUTCHER

MWW has helped make Nikon a significant presence at the annual SXSW film, music and interactive conference/festival in Austin, TX. We raise the bar every year to maximize connection with the media and consumer audiences that flock to Austin to immerse themselves in the best of pop culture.

One of our most notable programs was “The Chase,” a virtual scavenger hunt that had our target consumers engaging with the Nikon brand throughout Austin. Based on clues delivered via social media, participants traveled to designated “Chase” stops and checked in using Foursquare to win various prizes.

At the final location, Ashton Kutcher greeted fans and invited the winners of “The Chase” to hang out with him on the Nikon-branded “Chase” Bus. The campaign resulted in 394 Foursquare check-ins, over 77 million Facebook impressions, and over 58 million Twitter impressions. Buzz from “The Chase” was picked up by top media outlets, including CNET and InTouch Weekly, and helped catapult Nikon’s awareness to become the 19th most-mentioned brand at SXSW.

INTRODUCING MUSIC FANS TO NIKON; PARTNERSHIP WITH WARNER MUSIC AT SXSW 2012



For SXSW 2012, we were looking to create a marriage of sight and sound that would directly engage our audiences with not only the Nikon brand, but its products as well. We facilitated an integrated partnership with Warner Music Group, headlined by three nights and two days of live music showcases at “The Warner Sound Captured by Nikon.”

NIKON

After establishing this pop culture connection, we moved to promote Nikon's world-class D-SLR and Nikon 1 product lines by seamlessly integrating these cameras into all aspects of the program, including:

- HD live-streaming of all three evening showcases using Nikon D4 HD-SLR cameras.
- The Nikon 1 "Your 1 Shot" contest, which offered aspiring artists a chance to perform at SXSW and win Nikon 1 gear.
- An HD-SLR workshop featuring The Bui Brothers.

Garnering over 189 million media impressions, Nikon's presence at SXSW 2012 set the standard for product integration, upped consumer awareness and reaffirmed Nikon's standing as a leader in digital imaging and technology.

SMALL MOMENTS ARE HUGE INFLUENCER PROGRAM

MWW was looking to leverage social media to connect the Nikon brand and its online presence with consumers in a more substantial way. To accomplish this, we worked with Nikon to launch the "Small Moments are Huge" influencer program. This online initiative reached out directly to digital camera users and created a virtual celebration of how the small, everyday moments are the ones that mean the most.

To kick things off, we enlisted celebrity participants – including Ashton Kutcher, Giuliana Rancic, Hilary Duff, Derek Hough, Brit Morin and The Buried Life – to give fans a unique opportunity to get an inside look into the small moments that create joy and inspiration in their lives. Fans were encouraged to upload their own "special moments" in a community gallery and for every photo uploaded, Nikon donated \$1 to The Ronald McDonald House of Long Island.



NIKON

- MWW secured media coverage from a variety of technology, photo trade,
- consumer-lifestyle and entertainment outlets throughout the course of the
- program. The photo gallery and a special “Thank You Mosaic” also saw great,
- consistent traffic and sharing. Users and Guest Stars shared images with their
- social networks, which resulted in more engagement and traffic driven to the
- Facebook page.

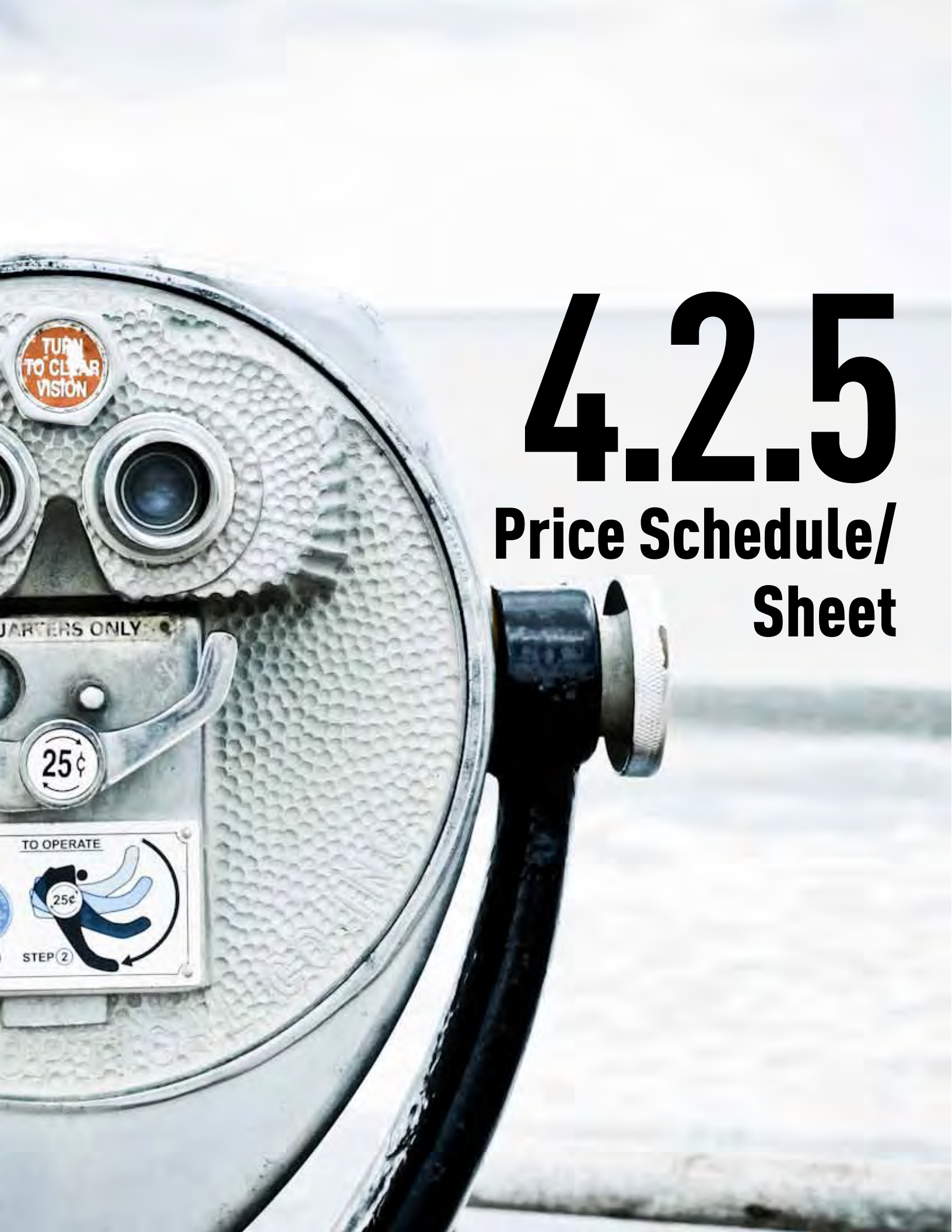
- Additionally:

- - Over 4,000 photos were uploaded.
 - The program’s Facebook page received more than 500,000 page views.
 - Over 40.1 million Twitter impressions were generated.
 - Media coverage resulted in 10,554,986 impressions.

REFERENCES

- **David C. Lee**
- Sr. Vice President; SRO & Operations, Nikon Inc.
- Nikon Inc.
- 1300 Walt Whitman Road
- Melville NY 11747-3064
- Office: 631-547-4375
- dlee@nikon.net

- **Lisa Baxt**
- Nikon Inc
- Senior Communications Manager
- 631.547.8568
- lbaxt@nikon.net
- 1300 Walt Whitman Road
- Melville New York 11747



4.2.5

Price Schedule/ Sheet

4.2.4.6 FINANCIAL CAPABILITY OF THE BIDDER

We have provided our financial information in a separate package, as requested.

4.2.5 PRICE SCHEDULE/SHEET

We have included our pricing sheet. Here, you will find a breakout of our hourly rates:

MWW:

Price Line	Labor Rate All-Inclusive Hourly Rate	Unit Price
President	Hour	\$595
Executive Vice President	Hour	\$340
Senior Vice President	Hour	\$297.50
Vice President	Hour	\$255
Account Director	Hour	\$212.50
Associate Creative Director	Hour	\$212.50
Director, Client Services	Hour	\$212.50
Senior Copywriter	Hour	\$212.50
Technical Project Manager	Hour	\$212.50
Web Developer	Hour	\$212.50
Account Supervisor	Hour	\$191.25
Senior Art Director	Hour	\$191.25
Digital Strategist	Hour	\$170
Senior Account Executive	Hour	\$170
Senior Designer	Hour	\$170
Account Executive	Hour	\$127.50
Designer	Hour	\$127.50
Digital Specialist	Hour	\$127.50
Project Manager	Hour	\$127.50
Associate Account Executive	Hour	\$93.50
Account Coordinator	Hour	\$63.75
Intern	Hour	\$55.25

BRUSHFIRE:

Price Line	Labor Rate All-Inclusive Hourly Rate	Unit Price
CEO – Management – Advertising	Hour	\$340
President – Management – Advertising	Hour	\$250
Lead Account Manager – Advertising	Hour	\$175
Back up Account Manager – Advertising	Hour	\$150
Strategic Planning – Advertising	Hour	\$150
Creative Director – Advertising	Hour	\$175
Senior Art Director – Advertising	Hour	\$150
Interactive Art Director – Advertising	Hour	\$150
Senior Copywriter – Advertising	Hour	\$150
Production Director – Advertising	Hour	\$125
Production Coordinator – Advertising	Hour	\$110
Production Artist – Advertising	Hour	\$130
Proofreader	Hour	\$100
Media Director – Advertising	Hour	\$175
Media Supervisor – Advertising	Hour	\$150
Media Buyer/Planner – Advertising	Hour	\$125
Media Assistant – Advertising	Hour	\$100
Controller – Accounting	Hour	\$125
Accounting Clerk – Accounting	Hour	\$110
Clerical – Administration	Hour	\$60