

Media Placement

MEDIA PLACEMENT



May 31, 2016

| Corporate Communications, Crisis Communications
Central, Digital PR, Industry News, Media
Placement, Media Relations

**VA Disneyland Analogy Creates Storm of
Negative Comments**



Oct 8, 2013

| Advertising, Digital Advertising, Media
Placement, Paid Placements

Display Advertising Isn't Dead, Actually

It's More Sophisticated than Ever



Aug 25, 2013

| Corporate Communications, Media Placement

Al Jazeera America. Does it Have a Business Strategy?



Feb 26, 2013

| Advertising, Media Placement

A Media Memory – Aussie Style



Jan 16, 2013

| Green & Cause Marketing, Media Placement

Lance Armstrong: The Robin Hood of Cause Marketing?



Jan 31, 2012

| Advertising, Media Placement, Outdoor Advertising, Television advertising

Last Year's Most Successful Super Bowl

Ad: How Chrysler Drove Real Sales, Not Just Social Media Buzz



Jan 23, 2012

| Advertising, Advertising Agency Management, Celebrity Branding, Digital Advertising, Media Placement, Outdoor Advertising, Paid Placements, Print Advertising, Radio Advertising, Television advertising

To Hell with the Sell: A 12 Step Manifesto to Stop Pitching Free Creative Away to Prospects



Feb 12, 2011

| Advertising, Digital Advertising, Marketing, Media Placement

Green Your Valentine's Day: Give Love to Print & Cut Faux "Green" Email Taglines

Executive Briefing Email

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