



**AVANTI**  
INTERNATIONAL LLC<sup>®</sup>  
Strategic Marketing Communications

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# Strategic Marketing Communications



## Case Histories

Sponsorship

Advertising

Entertainment

*Solutions to advance your business*





Advertising



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# Walgreen's and Ad Partners Take the Field to Reach NFL Fans

Avanti led Walgreen's and national men's personal and oral care brands in a campaign with millions of print and internet ad impressions to men 18-44. Packaging popular internet web portals visited by football fans, and leading magazines edited for fans of specific teams, Avanti quarterbacked the Walgreen's team to their goal. A specially designed print and web advertorial scored extra points with customers. Avanti contacted vendors, placed ads, and created selected print and web ads.



\* Additional national markets, websites and magazines were included in campaign. Participating brands included Whal Lithium Ion, Aquafresh, Sensodyne, Just for Men Touch of Gray, Irish Spring, Brut, Vitalis, Speedstick, Men's Zone 6 Blade Razors, and W Brand Triple Blade Razors.

Bear Report and ads were published by Scout.com with Fox Sports. Ads and logos are only used herein with Fair Use to demonstrate services performed for these companies. Avanti is a separate intermediary entity. "Game Plan" and "Go for 6" ads, created and designed by Avanti for Walgreens (copyright Walgreen Co); Question of the Month Masthead Header designed by Avanti for Scout Publishing. Trademarks: Glaxo SmithKline-Aquafresh, Sensodyne; Irish Spring-Colgate-Palmolive; W, Walgreen's, Men's Zone-Walgreen Co; Bear Report-Scout div Fox Sports; Avanti and rainbow world logo-Avanti International LLC. All rights reserved.



Sponsorship



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## American Family Goes Extra Innings for Cubs...Overtime for Blackhawks

When it comes to marketing, the Chicago Cubs are second to none in relationships with their fan base. That's why Avanti forged a half-decade alliance between the Cubs and American Family Insurance. Focusing on establishing an affiliation with the Cub's Family Audience, Avanti created and managed a unique package of elements: 1,500 family members honored in on-field *Cubs Family of the Game* presentations at all home games; 27,000 fans seated in the *AFI Cubs Family Section*; 14 Million Cubs fans exposed to stadium signs, PA Announcements and the American Family musical jingle; 10,000+ sales leads from a myriad of promotions.



\* Avanti has also arranged sponsorships for American Family with the Chicago Blackhawks, the Bulls-Sox Academy, and BearReport.com. The Blackhawks program featured American Family sweeps winners sitting between the two benches for all home games, and in-game family promotions.



Entertainment



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## Navistar and Dealers Drive Suite Deals at Customer Events

Building relationships in executive selling is never easy. Customer entertainment at well-planned events has been proven to facilitate the process. Clients such as Navistar, one of nation’s oldest industrial companies look to Avanti for: easy Access to sold-out events; high-end group events in suites and special seating areas for sports, theatre and concerts; coordination of golf outings and PGA-Tour Pro-Am participation such as the prestigious Chick Evans Memorial Pro-Am played in conjunction with the PGA Tour’s Playoffs. Navistar benefits from Avanti’s vast venue and ticket knowledge base and contacts; single source billing; world-wide ticket exchange affiliate program memberships; cost control, savings, and budget systems; guaranteed delivery and the security and the peace of mind that when their customers walk through the admission gates, their VIP credentials are 100% guaranteed.



### CUSTOMER EVENT PLAN

**NAVISTAR®**



\* Avanti is not a ticket agent or broker. Consulting, research, management and disbursement services are provided on behalf of specific end-user clients who direct Avanti to fulfill plans at their request.

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# Planning Checklist Request for Proposal

Avanti can customize a Strategic Marketing Communications Plan utilizing Sponsorship, Advertising and Promotional Entertainment in any combination to meet your needs.

The following checklist worksheet outlines 10 key starting points for us to propose a Solution to Advance your Business.

Feel free to contact us to discuss a program or inquire further into our area of expertise and industry contacts.

1. Issues to Address
2. Goals & Expectations
3. Target Audience
4. Timing
5. Vendor Participation
6. Concepts and Themes
7. Advertising and Collateral Material Needs
8. Budget
9. Promotional Entertainment Needs
10. Measurement Criteria



*Solutions to advance your business*