

[THE ICON DIFFERENCE]

How else does Icon Media Direct go above and beyond for DR?

- › **Three-Pronged Approach to Media Planning**
Uses historical data (internal campaign performance database), consumer research (traditional advertising tool that determines purchasing habits and media usage) and competitive intelligence (examination of media placements and trends in competitive advertising)
- › **Expanding Multicultural Marketing**
Dedicates specific division to the Hispanic media landscape, as well as continues to expand international reach in Canada
- › **In-House Print Team**
Utilizes in-house, award-winning print creative team that takes the basic fundamentals of DR — demonstration and persuasion — to marry technologies between paper and E-commerce