



MARKETING HAS EVOLVED.
JOIN THE EVOLUTION.

cmgmediaagency.com

**CMG MEDIA AGENCY IS A FULL SERVICE
MARKETING AND COMMUNICATIONS AGENCY
WITH A PROUD SPECIALTY IN PROMOTING
LEISURE AND LIFESTYLE BRANDS.**

We provide services to brands through a variety of experiential marketing services, digital marketing, strategic social media marketing and branded environments.

We provide our clients with tailored programs and promotions that can suit any budget, strategy and personal marketing plan.

We'll help discover your brand's voice, and then communicate it through a variety of services we specialize in, including:



- **On-Campus Promotions & Activations**
- **Nation-wide Events Programming**
- **Social Media Management and Campaigning**
- **Targeted Media Buying and Planning**
- **Partnership Marketing**
- **Consulting and PR Communications**
- **Spring Break Events and Promotions**
- **Digital Campaigns**
- **Content Creation**
- **Influencer Marketing**
- **Print Campaigns**

HOW WE BEGIN

MARKETING RESEARCH



The best ideas in the world won't do much good without some serious research and planning. And with the constantly evolving ways of reaching the consumer, creating a cohesive and insightful plan is becoming both more difficult and more crucial than ever before. That's why we take planning so seriously.

We work hard to understand your business and all the challenges it faces. It's this knowledge that allows us to create multi-faceted campaigns that deliver exceptional and measurable results. It's also what allows us to respond to day-to-day challenges without losing sight of your brand's long-term goals.

Shift into growth mode by better connecting with your customers. Wherever you are in your marketing development journey, CMG has resources to help maximize your impact.

EXPERIENTIAL

MARKETING

With technology as a core component, we're achieving new ways to target, appeal to and retain customers.

Consumers state that experiential marketing has the greatest impact on switching their purchase habits. CMG connects consumers with brands in personally relevant and memorable ways.

We encourage everyone to experience and participate in a brand moment – the ultimate goal being to establish a connection in such a way that the consumer responds to the product emotionally.

We're able to offer clients a variety of experiential services and techniques which carry a proven track record.

INFLUENCER

MARKETING



Connecting with brand advocates and fans is the latest marketing trend that's taking off in a big way. Customers may not trust brands but they do trust other customers – especially passionate customers that love their favorite brands.

While a marketing message from a brand will likely be ignored, a passionate recommendation from a fellow customer will be taken far more seriously. CMG has therefore created a Brand Ambassador program that will directly impact and positively affect most of the core functions of your business.

What is a Brand Ambassador?

A brand ambassador is a person who works to promote and represent a brand in its marketplace. Brand ambassadors are often current customers who were already advocating for brands before they started working with them, but some brand ambassadors are chosen because they have a large following or are viewed as influencers. Brand ambassadors have a working relationship with the brands they represent, and are given instruction on how to interact with customers in the marketplace, based on the business goals for that brand.

EVENT

MARKETING



Event Marketing is a great opportunity for corporate brands to make a lasting impression with their targeted consumer. Experiencing that positive emotional connection is a feeling we know people don't forget.

Whether it's an intimate group you're trying to capture, or a national level campaign, our event service mission is to ensure that your company's event reaches maximum awareness by way of informing, entertaining, and persuading targeted consumers.

CMG offers event services which include Brand Exhibiting at Youth targeted functions, Trade and Consumer Shows, Organized Special Events, and Destination Conferences and Retreats.

If you want us to simply manage your event or create the concept from scratch, our promise is to always give your brand the energy and atmosphere it demands, delivering a fresh perspective and an unforgettable experience.



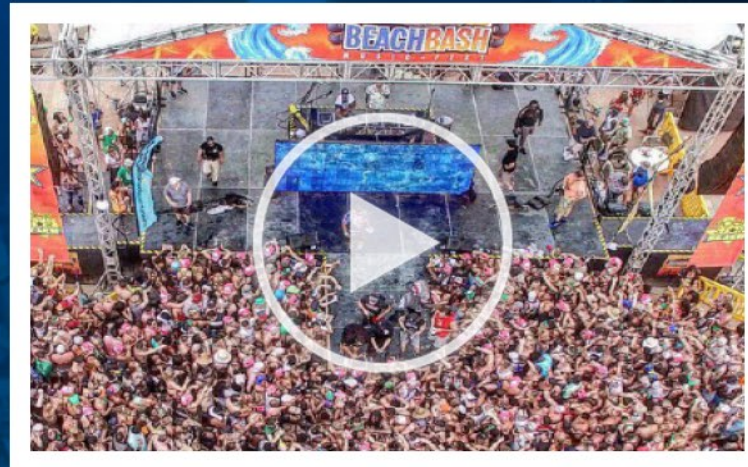
CONCERT

MARKETING

The creation of “buzz” with students nation-wide is a big key to our client success. In addition to other experiential components, CMG makes use of the power and influence that today’s most popular celebrities have over the college demographic.

Through our huge on-site spring break and college campus events, we are able to project that power and influence onto the student landscape.

Celebrity endorsement is a fundamental tool in building the buzz and creating a trend for many to follow.



[Click to see one of our concert productions.](#)

DIGITAL

DEVELOPMENT | DESIGN

Easily finding items in a website, driving your target audience to specific pages, getting the right information to the right people... these are at the heart of the user experience.

Your online presence plays a major role in a consumer's brand experience. We focus on making sure that experience is an effective and engaging one. From organizing information in user-friendly ways, to promoting meaningful interactions, to maintaining a consistent design, we create websites, micro-sites, apps and features that build your brand in ways that other media simply can't.

CMG will design your site or digital experience to be uncomplicated, using web strategies based upon competitive analysis, business requirements, goals, industry standards and emerging technologies, all to help you tell your story in a compelling way.

CMG designs, maintains, manages and operates a variety of digital properties – negotiating media buys and strategic placements – on behalf of our clients.

DIGITAL

MARKETING

What transforms a visit into an experience? We believe your brand is as important and dimensional online as it is offline. In fact, a brand's online presence is where all touch points converge. At CMG, our digital brand strategy allows us to bring brands to life in the digital space in ways that are both consistent and meaningful.

We'll develop a strategic plan for your brand by way of new media and engagement techniques including the leveraging of various social media platforms, original content blogging, social app development, mobile site conversion, and website/micro-site development – all with the intent to drive consumers toward your ultimate goal.

- **SEO**
- **CONTENT MARKETING**
- **SOCIAL MEDIA**
- **PAID ADVERTISEMENT**
- **EMAIL**

***Ignoring online marketing is like opening
a business and not telling anyone.***

STUDENT ESCAPE

PARTNERSHIP



CMG has teamed up with leading student travel provider StudentEscape. This partnership allows you to leverage our service expertise with your brand's target audience and build a captured environment at any major travel destination and college campus in the country. CMG and StudentEscape have brand ambassadors and student representatives on every major college campus in the USA.

Whether it's building a brand ambassador and student influencer program, or activating an experiential campaign, our exclusive marketing relationship with StudentEscape is sure to benefit your brand and its goals.





OUR MISSION

We offer our clients the ability to harness the power and influence of today's most effective resources in order to develop tomorrow's most memorable brand experiences by utilizing the following key principles:

Partner with the best in the industry in order to obtain the desired result.

Establish and enhance brand awareness to create product loyalties.

Identify and engage every potential consumer.

Create maximum exposure at cost effective prices.

OUR TRACK RECORD

Prosperous relationships with the influencers of tomorrow are how we measure your success!

Our diverse experience has led to a collaborative approach designed to create solutions that entertain, educate and connect with a wide range of audiences. Our work turns consumers into loyal customers. We're proud to have worked with some truly great clients in helping them achieve their goal.



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LET'S GET STARTED TODAY!
CONTACT OUR OFFICE AND
LET US BEGIN TO WORK FOR YOU.

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