

## + WELCOME TO R2C GROUP

Welcome to R2C Group, the largest independently-owned full-service direct response advertising agency in the country.

Today's consumers are more informed, more independent, and more skeptical than ever before. Which is another way of saying they are smart. They engage with marketing when and where they want to and make purchase decisions on their own terms. Meet them in the right environment speak to them in relevant terms, treat them with respect, and they will become customers, advocates, and fans.

The R2C Group routinely integrates the art of advertising with the science of accountability. We produce compelling, branded, multi-channel creative that encourages participation; we place and manage media to maximize investment, response and exposure; we build online presences for full integration and engagement; we manage operations for optimum sales; and finally we report results to clients on an almost real-time basis, allowing them to immediately measure their advertising effectiveness, and optimize creative and media for maximum profits.

We believe every dollar our clients' spend on marketing and advertising should result in a trackable and profitable return. It's a simple but quite revolutionary concept. It's the essence of what we do.

Welcome to R2C Group.

## + SERVICES

R2C Group models your advertising performance across all channels and helps you optimize your overall budget for maximum ROI.

### **Strategic Planning**

- Marketing plan development
- Strategic audits
- Financial modeling
- Multivariate testing
- Competitive analysis

### **Creative & Production**

- Television (DRTV)
- Online / Email
- Radio
- Print
- Direct Mail
- Alternative
- Out of Home
- Blogs and Social Media

### **Media Planning & Buying**

- All channels: Television (DRTV), online, radio, print, direct mail, insert/alternative media, out of home, email, and more.
- Daily and weekly results reporting and optimization
- Correlation analysis and cross channel optimization
- Predictive modeling

### **Digital Services**

- Web site/ecommerce development
- Landing page development
- Social marketing platform development
- Digital content development and production

### **Operations & Response Mgmt**

- Marketing database design, development, and hosting
- Call center management and consulting
- Lead capture, scoring, distribution and reporting

### **Duplication**

- All-digital broadcast duplication
- Satellite distribution
- Closed captioning
- BUS encoding
- All-digital broadcast duplication

## + VISION

Welcome to the new age of advertising! With the advent of the Web and broadband, advertising and marketing have undergone a monumental shift. Savvy marketers now understand that the old advertising metric of “paying for eyeballs” is no longer valid. Now success is measured by cost-per-inquiry, conversion to sale, retail sell-through, lifetime valuation, and other more precise measurement tools.

Clever messages and slogans are dead. Consumers are now in control. Your customer sees an advertisement, they research on the Web, they read reviews, they talk to friends, compare prices and they consult social networks—all before they buy. You need to meet your customer on their turf with relevant content, through innovative channels, on a brand platform. Then you control the message across channels, give them a reason to buy, and track and focus their response to optimize your ROI.

At R2C Group, we helped create this new world of advertising, and we approach it from two perspectives; art and science. Our creative team creates the “art”—producing modular content that is used cross-platform to trigger consumer response while building your brand for long-term profits. Our unique structure and finely honed strategy allows us to react faster and “put more on the screen.”

Our media and operations teams provide the “science of the sale.” Utilizing our proprietary media tracking system with more than \$3 billion of measured results, we know where to place your media and how much to pay for it. Our operations team builds sophisticated telemarketing, web and fulfillment systems to assure top-notch customer service. Our sophisticated tracking systems monitor response on a virtual real-time basis—providing crucial insight that will make your campaign successful, and allowing us to optimize your results and profits. Our technology team builds sophisticated predictive modeling systems that helps you control and scale your business.

The old adage “50% of my advertising is working—I just don’t know which 50%” does not apply here. We know what works, where it works and how to make your advertising more successful than you ever thought possible.

## + CATEGORY EXPERIENCE

### **Beauty**

- Bare Escentuals
- Bosley
- Estee Lauder
- GoSmile
- Crest
- Discuss Dental
- Invisalign
- Lauren Hutton
- Murad
- Novartis
- Ojon
- Procter & Gamble
- Sonicare
- Spencer Forrest
- Ultreo

### **Consumer Goods**

- Downy
- Dry Cleaners Secret
- Eight O’Clock Coffee
- Eukanuba
- FRS
- General Mills
- Goldkit.com
- Guthy-Renker
- Joint Juice
- LifeLock
- Littleton Coin
- NatureMade
- Nestle
- Procter & Gamble
- Purina
- Shoe Fly
- Total Cereal
- Tristar Products
- Yoplait Yo-Plus Yogurt

### **Entertainment**

- America Online (AOL)
- Blockbuster Video
- Cesar Millan-The Dog Whisperer
- DirectTV
- Discovery Networks
- Johnny Carson Productions
- MTV Networks
- Nintendo
- Paramount Pictures
- Rhapsody
- ReplayTV
- Universal Studios
- VOOOM!

### **Financial / Insurance**

- Allstate
- Bankers Life
- Bar None
- Chase Bank
- Fisher Investments
- Freescore.com
- Humana Healthcare
- HurryHome.com
- Investors Business Daily
- JH Co Private Equity
- Peachtree

### **Fitness**

- Ab Coaster
- Fitness Quest
- Iovate
- Nautilus | Bowflex
- Perfect Pushup
- Rodale Press
- Slendertone
- Total Gym

## + HERITAGE

Founded in 1998, R2C Group literally “started in the basement” of company founders and husband and wife team Michelle Cardinal and Tim O’Leary. The marriage—and business—combined one of the industry’s leading creative forces (Tim), with one of the industries most innovative media forces (Michelle), to create a completely unique approach toward advertising. By combining tested direct response techniques with branded advertising methodologies, and a robust technology backbone that allows for precise tracking, the mandate of R2C is really fairly simple: make our clients prosper and the agency will prosper.

Today Respond2 (creative focus) and Cmedia (media focus) anchor R2C Group, a Portland-based ad agency with offices in Philadelphia, San Francisco, Billings, MT, and Providence, RI, and media buying and account management offices in Los Angeles, Chicago, Hartford, Atlanta, and Madison, NJ.

Our management and creative teams boast some of the most experienced and talented individuals in the business, with experience spanning media, direct response, and creative brand agencies. Many of the R2C team are “super agency refugees,” who, after playing major roles in massive Madison and Vine type of agencies, now understand the future of advertising demands tangible, measurable results – not just warm and fuzzy creative that drives a billion impressions that you can’t convert to a sale.

And this isn’t just good copy... *This philosophy resonates with clients!* In little more than a decade R2C Group has catapulted to become one of the nation’s largest independently-owned ad agencies, with a client list that spans blue chip, Fortune 100 companies and the nation’s most successful direct marketing companies.

## + CATEGORY EXPERIENCE

### Healthcare

- Bayer
- eFood Safety
- Enablex
- Humana Healthcare
- Merck
- Novartis
- Nutrition 21
- PacifiCare
- Pacific Dental
- Pharmavite
- Philips Heart Start
- Phillips Lifeline
- Sustenex
- Ultreo

### Housewares

- Appliance
- DirectBuy
- Electrolux
- Euro-Pro
- iRobot
- Jack LaLanne Juicer
- KitchenAid
- Oster
- Sunbeam
- Whirlpool

### Retail

- Ace Hardware
- Best Buy
- Blockbuster Video
- Brookstone
- DirectBuy
- The Home Depot
- Overstock.com
- The Sharper Image

### Technology/Web

- 3Com
- America Online (AOL)
- Ancestry.com
- Citrix Online
- Dell
- Ebay
- eMachines
- Expedia.com
- Family Filter
- Google
- HP
- IBM
- Microsoft
- Nintendo
- Panasonic
- PeopleSoft
- Philips
- Presto
- PerfectMatch.com
- ProFlowers.com
- ReplayTV
- The Sharper Image
- Siebel
- Snapfish | HP
- Sun Microsystems
- Toshiba
- Vertical Response
- VOOM!
- WebEx

### Telecommunications

- AT&T
- BellSouth
- Sprint
- Vonage

## + CMEDIA

### ABOUT CMEDIA

Cmedia is the media planning, research and buying division of R2C Group. Along with Respond2, Cmedia provides full-service direct response agency services. Headquartered in Portland, OR with offices in Philadelphia, San Francisco, Atlanta, Hartford and Los Angeles, the agency is headed by founder Michelle Cardinal and managing partners Marilyn Davis, David Savage and Chris Peterson.

With over \$400 million in annual media billings we are one of the largest buyers of media in the country. Our media database includes over \$3 billion dollars of history and thousands of campaigns across multiple categories and channels. We provide our clients with the experience and tactical knowledge to flawlessly execute a finely tuned direct response campaign.

We boast an impressive client base that runs the gamut from traditional direct marketing companies to major Fortune 500 corporations. All of our clients have one thing in common: they are unfailingly dependent on profitable ROI for their media spending and recognize the tremendous value they receive from including direct response as part of their advertising mix. This typically takes the form of “cost per acquisition” measurements through the use of 800 numbers and web URLs. We have also perfected the use of direct response to drive retail for some of the nation’s largest brands, using sophisticated response mechanisms that build databases and create one-on-one communication with customers. Our clients reap the rewards of being highly sought after products and brands at retail.

Our national presence makes it easy to do business in all time zones efficiently and provide our clients with up-to-the-minute reporting and stellar client service.

## + CLIENTS

			
			
			
			
			
			
			

## + CMEDIA

### Turnkey Operations Set-up & Management

With thousands of campaigns under our belt we are experts at:

- » Financial and predictive modeling
- » Selection and management of telemarketing, fulfillment and merchant account vendors
- » Rate/fee negotiation and contract execution (leveraging our volume discounts)
- » Designing offers and continuity programs
- » Writing telemarketing scripts and training inbound sales teams
- » Inventory management, product shipment and related logistics
- » Electronic data transmissions and reporting

### Research & Planning

Critical campaign analysis is at the heart of our success. We take the creative element and turn it into a marketing machine through performance tracking. We have bought and managed over \$3 billion dollars in media. That information is critical to helping plan finely-tuned media tests and rollout plans. We know where to buy and what to pay based on category, seasonality and medium for optimum ROI.

We provide our clients with a unique blend of traditional and direct response planning tools including our own proprietary tracking system the Cmedia Tracker®, as well as Nielsen, MRI, Telmar, TNS, Competitrack and more.

### Media Buying

Our staff of more than 200 direct response experts and professionals includes 50 media buyers with extensive experience in many direct verticals including broadcast, cable, network, syndication, satellite, radio, print, online and other mediums. Each buyer is held to the highest level of performance, with aggressive cost-per-acquisition targets on a per campaign basis.

## + AWARDS

### 2009:

**New York Festivals Gold World Medal: “Best Informercial Production”**

*Bare Escentuals Girlfriends*

**ERA Award: “Best Long Form of the Year”**

*Bare Escentuals Girlfriends*

**ERA Award: “Best Short Form Variety”**

*Nintendo Wii Fit*

**ERA Award: “Best Short Form, Sports and Fitness”**

*Icon Fitness PowerBell*

**ERA Award: “Best Celebrity Presenter”**

*Cesar Milan*

**ERA Award: “Best Live Shopping On-Air Guest”**

*Cesar Milan*

**W3 Awards: “Best Healthcare Website”**

*Align Technology*

**W3 Awards: “Best Consumer Website”**

*Yo-Plus*

**Telly Award Winner: “Best Campaign”**

*Vonage*

**Telly Award Winner: “Best Business-to-Consumer”**

*Chase*

**Telly Award Winner: “Best Retail”**

*Overstock.com*

**Telly Award Winner: “Best Household Products”**

*KitchenAid*

## + CMEDIA

### Why We Get Better Results

Cmedia spends its own money to ensure our clients save theirs. Everyone in the company is rewarded with monthly cash bonuses for meeting or exceeding clients' ROI goals. Our media buyers are on the front lines negotiating and placing media. The better they manage your media, the more they earn, with monthly bonuses for prudent, smart buying. Every media buyer is ranked based on the success of their media buys and are held to a high level of performance.

Backing up the media buyers are coordinators, planners, account executives and account directors, whose primary responsibility is to manage your account with a watchful eye to your campaign goals, media budget and ultimate ROI. Your entire account team is incentivized to ensure your profitability. The support staff is then bonused based on the success of your account team and media buyers. This incentive-based environment keeps everyone in the company focused on your goals.

### Tracking & Reporting

We have spent years developing the Cmedia Tracker© our cutting-edge media planning and tracking software. This proprietary system assists in media buying, planning, and analysis, tying all relevant information back to response mechanisms and sales data to complete the marketing circle.

We also provide a host of traditional media tracking and analysis options including integrated response/Nielsen reporting. We are confident you will be delighted with our vast capabilities. Let us put our knowledge and experience to work for you!

## + AWARDS

### 2008:

#### IN-AWE Award-Gold

*Align Technology – [AligntechInstitute.com](http://AligntechInstitute.com)*

#### ERA Award “Best Short Form Intellectual Property”

*Chase – [Graduation Day](#)*

#### ERA Award: “Best Short Form Variety”

*Vonage – [Shell Game](#)*

#### ERA Award: “Best Corporate Production”

*Vonage – [Shell Game](#)*

#### W3 Awards: “Best Instructional Web Video”

*Richard Solo*

#### W3 Awards: “Best Blog Strategy”

*Bosley*

#### Omni Intermedia Awards: “Best Commercial”

*Vonage – [Shell Game](#)*

#### Omni Intermedia Awards: “Best Graphics”

*Chase – [Graduation Day](#)*

#### Greensheet Awards: “Best Branded Short Form Presentation”

*Vonage*

#### Greensheet Awards: “Best Infomercial Writing”

*Bosley*

#### IMS Year-End Rankings: “#1 Short Form Spot of the Year”

*PerfectPushUp*

#### IMS Year-End Rankings: “#2 Long Form Show of the Year”

*Bare Escentuals Girl*

## + RESPOND2

### ABOUT RESPOND2

Respond2 is the creative division R2C Group. Along with Cmedia, R2C Group offers full-service direct response agency services. Based in Portland, Oregon, we are the largest producers of DRTV and online creative in the country. Company founder, Tim O'Leary, has developed a unique agency structure that includes some of the most experienced direct response talent in the country, including a complete creative team, staff writers, art directors, producers and designers.

At our Portland and Billings, Montana offices, we maintain state-of-the-art edit and post-production facilities, including; 4 Avid Media Composer Suites and Avid Symphony Nitris running in a shared media (HD capable) environment. We utilize the very best, cost-effective technology and a staff of experienced editors, animators and post-producers who specialize in creating effective, results-based DRTV, point-of-sale, mobile and web content.

### Delivering creative that delivers results.

Our unique structure, incorporating the industry's best talent all under one roof, allows us to create highly effective creative that delivers measurable, tangible results. This includes developing compelling brand-building content that effectively drives inbound sales, online conversions and drives retail.

Having all these resources in one agency (including media) allows us to react quickly to market conditions, allowing fast turn around on tweaks and changes ensuring the most profitable campaign ROI.

### Consumers have changed...and so have we.

What is the key to our success? Innovation and adaptability. This is seeded in a steady stream of new ideas and proven direct response techniques that go far beyond traditional media. Building on the experience of thousands of campaigns, we've developed a direct-to-consumer vernacular that includes the likes of Google, blogs, MySpace, YouTube, Facebook, Twitter, Podcasts, Tivo, QVC and many more social media outlets.

### Smart, soulful, strategic, swift.

Unlike traditional agencies, at Respond2 we practice what we preach. That means we blur the lines of creative thinking to capture, captivate and convert across all channels. Our passion and our results are second to none. Always 100% accountable to you.

## + AWARDS

### 2007:

ERA Award "Best Use of an Online Marketing Tool"

[Vonage – FreeToCompete.com](#)

ERA Award "Best Short Form Variety"

[Overstock.com](#)

ERA Award "Best Short Form Intellectual Property"

[Guthy-Renker – Hurryhome.com](#)

ERA Award "Best Corporate Branding Production"

[Philips Lifeline](#)

ERA Award "Best Short Form Housewares"

[Oster Fusion](#)

ERA Award "Short Form of the Year"

[Philips Lifeline](#)

ERA Award "Best Short Form Health & Beauty"

[Philips Lifeline](#)

### 2006:

ERA Award "Best Long Form Housewares"

[Pacific Coast Feather Company](#)

ERA Award "Best Short Form Intellectual Property"

[MTV-Beavis & Butthead](#)

ERA Award "Best Long Form Intellectual Property"

[Rodale Inc.](#)

ERA Award "Best DR Radio Campaign"

[Philips Heartstart](#)

ERA Award "Best Short Form Variety"

[America Online \(AOL\)](#)

