

This is a Marketing Job for...



Super marketing that grows businesses by leaps & bounds!

Marketing Brands Consulting Capabilities



SCAN ME



SCAN ME



Services

- Conduct comprehensive marketing audit/assessment
- Develop & execute strategic marketing plans
- Direct creative development
- Manage marketing department, cross-functional teams, task forces, agencies, etc.
- Manage marketing-related special projects
- Pitch, secure and execute strategic partnerships and licensing deals
- Write press releases and secure PR/press coverage
- Handle social media including account/page setup, content strategy, editorial calendar, posting, and optimization
- Deploy email marketing (MailChimp) and bulk SMS marketing campaigns.
- Handle PPC advertising on websites, mobile apps, Facebook, Instagram, Twitter, Pinterest, LinkedIn, Reddit, Google (AdWords, YouTube, Gmail), Amazon, Ebay, AdRoll (re-targeting), and Yelp



Youth Marketing



Inflatable Play Structures



Video Game Events



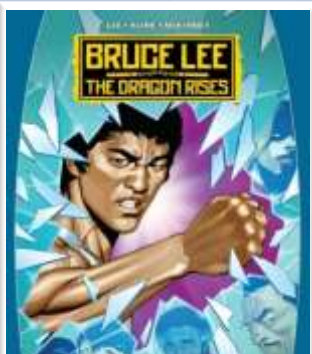
Licensed Products



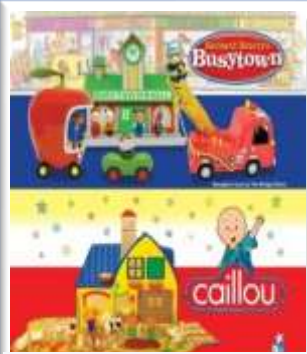
Home Entertainment



Candy



Comic Books



Toys



Licensed Products



Theme Park

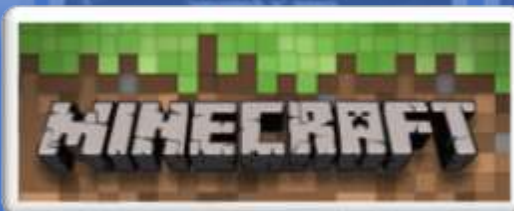


Snacks

MB Consulting has expertise in marketing to kids, teens and young adults. They have experience marketing cool stuff that makes kids happy such as: Kellogg's Rice Krispies Treats, Nestlé candy, Universal Studios Hollywood theme park, *The Fast & the Furious* DVD, Disney's Winnie-the-Pooh, Strawberry Shortcake character, Bruce Lee comic book, Minecraft gaming events, bounce houses, etc.



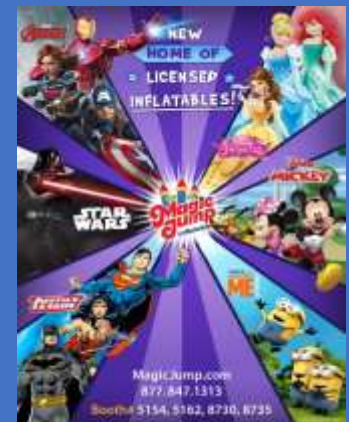
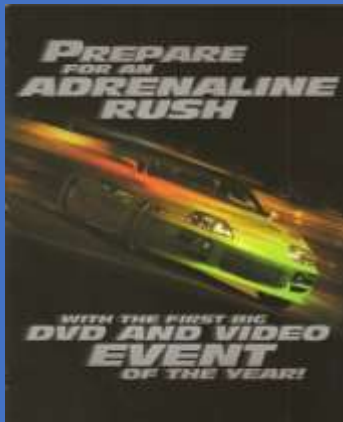
Brand Management



MB Consulting maximizes sales revenue by developing business-building strategic brand plans and directing brand activities. They work at the hub of the wheel with P&L responsibility, leading teams and partnering with others (internal departments & agencies) to drive business results. They have managed major brands with annual sales of \$240 million and a \$30 million marketing budget.



New Product Launches



MB Consulting generates incremental sales revenue by driving new product introductions. They have classic packaged goods experience on line extensions for Kellogg's Rice Krispies Treats and Nestle Raisinets; and entertainment experience on *The Fast & the Furious* DVD, Strawberry Shortcake licensed product, Caillou and Richard Scarry's Busytown toys, comic books/graphic novels, and licensed bounce houses.

Deal Making

Hey kids, this is advertising!



happy meal .com

Sweet Fun!

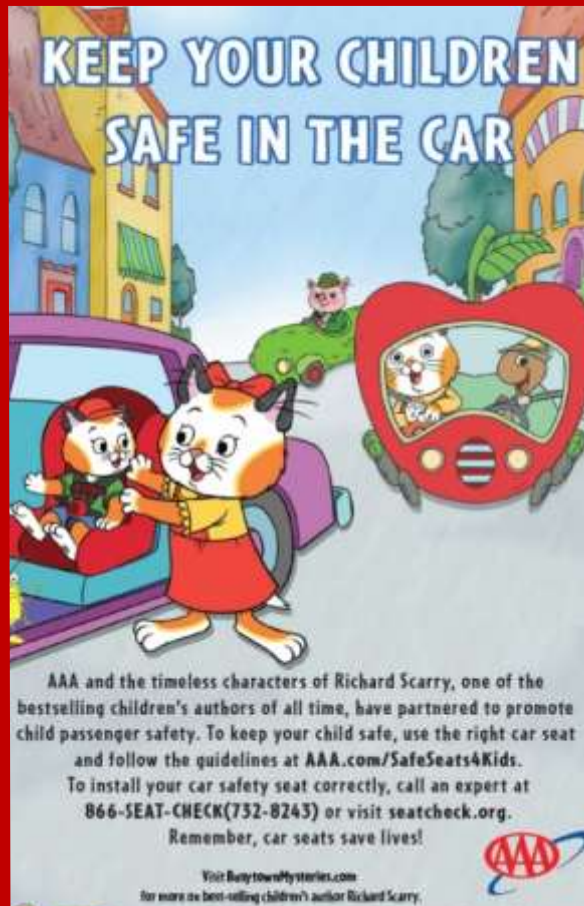
Click Here!

Strawberry Shortcake

AAA


PROMOTIONS

KEEP YOUR CHILDREN SAFE IN THE CAR



AAA and the timeless characters of Richard Scarry, one of the bestselling children's authors of all time, have partnered to promote child passenger safety. To keep your child safe, use the right car seat and follow the guidelines at AAA.com/SafeSeats4Kids. To install your car safety seat correctly, call an expert at 866-SEAT-CHECK(732-8243) or visit seatcheck.org. Remember, car seats save lives!

Visit BuytoyourWishes.com for more on best-selling children's author Richard Scarry.



PARTNERSHIPS

HOME OF LICENSED INFLATABLES



Magic Jump inflatables

MagicJump.com

877.847.1313

FORGIVE ME

LICENSING

MB Consulting generates revenue and significant marketing value by securing & executing third-party licensed promotions (McDonald's, Wendy's, Carls Jr.); strategic partnerships (American Automobile Association, 4-H, Alex's Lemonade Stand Foundation, Produce for Better Health Foundation); outbound licensing deals (Kellogg's, Litehouse Foods); and inbound licensing deals (Disney, Lucasfilm, Marvel, Warner Bros, Nick).



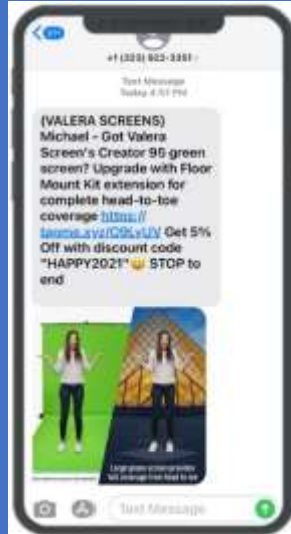
Digital Marketing



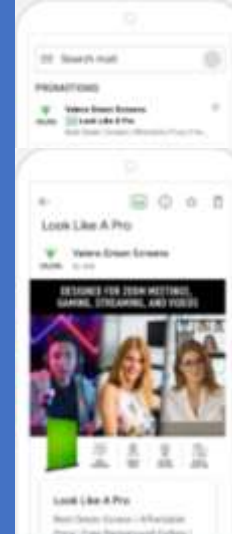
Website Redesigns



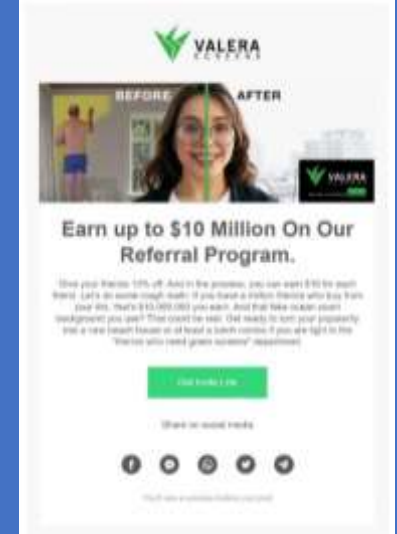
Email



Bulk Text



Gmail Ad



Referral



Social Media



Google Ads



Facebook Ads



LinkedIn Ads

MB Consulting drives consumer engagement and sales revenue with all types of digital marketing. They headed up the Marketing & Interactive Department at DiC/Cookie Jar Entertainment for 6+ years, and worked as Digital Marketing & Social Media Consultants since 2012. Their digital programs have generated countless consumer impressions, clicks, and conversions.



Digital Marketing (Cont'd)



YouTube Ads

Amazon Ads

Geo-Targeted Ads



Display Ads

Online Promotions

Snapchat Ads

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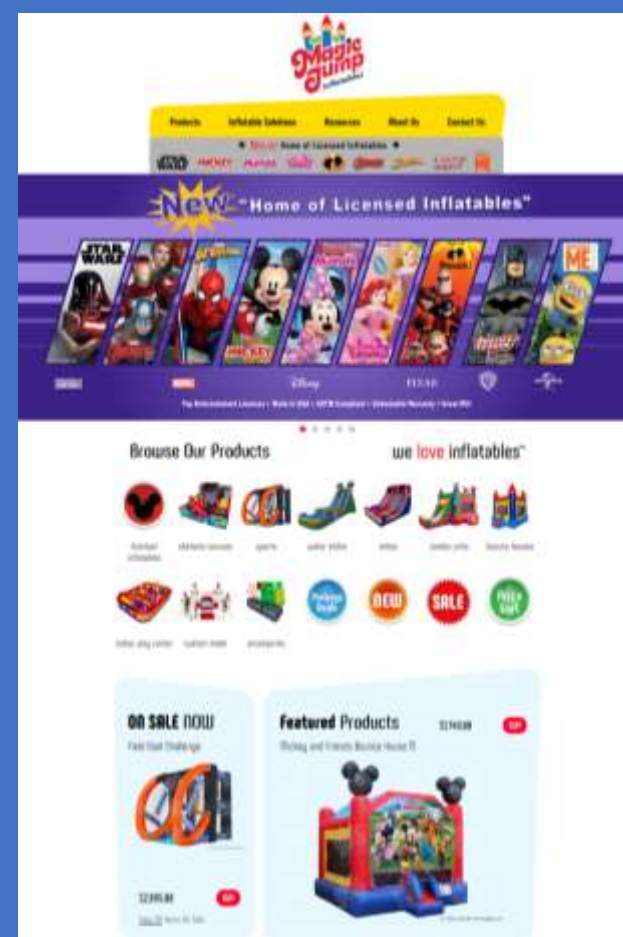
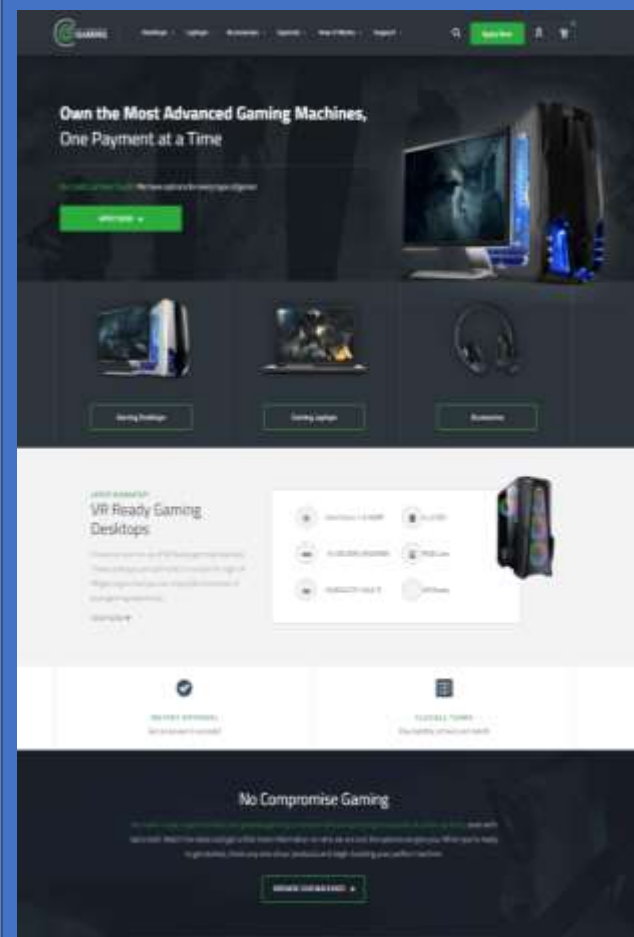
Digital Marketing Stack



MB Consulting generates sales leads and drive sales conversions by utilizing a full suite of marketing technology.



E-Commerce



MB Consulting has E-Commerce experience with gaming PCs, Hollywood-style green screens, and inflatable play structures (costing up to \$12,000). They have managed E-Commerce websites including content and product listings. They drive sales conversions with various e-commerce website optimizations.



Traditional Advertising



Outdoor



Television

Print



Radio

MB Consulting drives retail sales with advertising (media plans and ad creative). They led development of effective TV commercials for Tone Soap, Kellogg's Rice Krispies Treats, Universal Studios Hollywood, *The Fast and the Furious DVD*, CBS Saturday Morning TV programming block, and Sky Zone trampoline parks. They have run print executions of all types. Their founder learned advertising from top ad agency, Leo Burnett.



Consumer Promotions

Announcing Kellogg's Big Cash Sweepstakes

A Weekly War in 4-oz. containers

RICE KRISPIES TREATS

Pop-Tarts

NEW RICE KRISPIES TREATS

Enter for a chance to win this TigerTite Tree House!

By TigerTite Tree House

New! SCHMACKOS

WITH REAL BACON

bakon STRIPS

DOGS GO WACKO FOR SCHMACKOS

\$1.00 OFF

\$1.00 OFF

Watch for a Chance to Win!

You Could Win...

- A Vacation in Paris, France!
- A Horse Lodge & Dream Vacation!
- A Bedroom Makeover!
- \$20 in Music Cash!

Any time can be quality time with Mommy & Me products!

PrizeWinners.com

Learning, Loving, Learning... Together!

\$3.00 Off

A Chance to WIN INSTANTLY A 2000 VW New Beetle!

GOOBERS

RAISINETS

CRUNCH

GOODY MOVIE GIVEAWAY!

Nestle RAISINETS

Hands down the most entertaining animal act!

PERFORMING OVER 900 SHOWS NATIONWIDE IN 2006!

Hey kids, this is advertising!

happy meal.com

Sweet Fun!

Click Here!

Strawberry shortcake

McDonald's

get lucky in Las Vegas!

Instant win game

GRAND PRIZE: A TRIP TO LAS VEGAS FOR TWO!

PLUS THOUSANDS OF OTHER PRIZES!

EVERY CARD A WINNER!

trois

BRUCE LEE THE DRAGON RISES

FREE COMIC BOOK DAY

MB Consulting generates short-term sales revenue by developing and executing both value-added and price promotions. In addition to expertise in price promotions such as coupons and rebates, they have heavy experience with value-added promotions such as instant win games, contests, sweepstakes, and events.



Content Creation



Sell Sheets



Press Releases



Product Descriptions



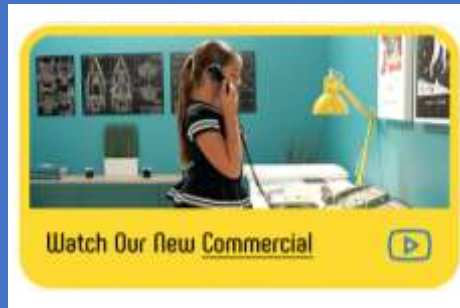
Blog Posts



E-Newsletters



Company Presentations



Video Scripts



Social Posts

MB Consulting drives sales leads into the different stages of the sale funnel by creating content of all types: sell sheets, press releases, product descriptions for website, blog & social media posts, e-newsletters, company presentations, and scripts for company videos.



Testimonials

<p>Michael performs magical feats with limited resources. He is the rare breed of marketing pro who makes promises, then over-delivers.</p>		<p>Jeff Kline, Founder</p>	<p>DARBY POP PUBLISHING</p>
<p>Michael did an incredible job helping us. He's intelligent, creative, and reliable. I highly recommend him for marketing leadership roles.</p>		<p>Nick Desai, CEO</p>	<p>SUNKIST SNACKS</p>
<p>Michael is a savvy digital marketer who is a pleasure to work with and a team player.</p>		<p>Jeff Platt, CEO</p>	<p>SKY ZONE FRANCHISE GROUP</p>
<p>Michael is an incredible marketer, strategist and polished executive. He excels in strategic planning and brand development.</p>		<p>Lisa Streff, SVP</p>	<p>SMC ENTERTAINMENT</p>
<p>Michael has a distinguished career as a marketing exec with vast expertise in brand management, strategic planning, and promotions.</p>		<p>Toper Taylor, President & COO</p>	<p>COOKIE JAR ENTERTAINMENT</p>
<p>It is an excellent marketing plan you put together. It is balanced with smart items which should provide a lift and build awareness.</p>		<p>Andy Heyward, Chairman & CEO</p>	<p>DiC ENTERTAINMENT</p>
<p>You've been doing a great job! Your clients love you, you deliver strong promotion plans for them, and you've been doing a great job coaching & developing your reports.</p>		<p>Shari Brickin, EVP, Account Services</p>	<p>CATAPULT MARKETING</p>
<p>Michael is a strong strategist and brand marketer. He sees the big picture to determine long-term strategy and the steps needed to execute flawlessly.</p>		<p>Mary Beech, VP Franchise Management</p>	<p>THE WALT DISNEY COMPANY</p>
<p>This (The Fast & the Furious) is a f**king awesome marketing plan. It feels big.</p>		<p>Hilary Hoffman, VP Marketing</p>	<p>UNIVERSAL HOME ENTERTAINMENT</p>
<p>I like working for you. You make me feel like a business partner instead of a subordinate.</p>		<p>Rodney Brown, Brand Assistant</p>	<p>NESTLE USA</p>



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