

# MALL MARKETING MEDIA PROGRAM



## SMARTLITE'S MALL MARKETING MEDIA PROGRAM

Smartlite's Mall Marketing Media Division, provides greater media opportunities by extending advertising mediums beyond traditional backlit directory panels. Our comprehensive mix of traditional media specialties and promotional products can be customized to meet virtually any goal.

A Smartlite professional will help you design and implement every component of your marketing advertising plan including:

- Brand / Image Building
- Market Penetration
- Scheduling
- Planning
- Execution

## FEATURES AND BENEFITS

Customized Integrated Marketing Programs, Our mission is to market your needs and develop a unique program to help reach your goals.

- Provides advertisers mall dominance in multiple venues.
- Allows the advertisers message to own the selected mall advertising coverage area.
- Helps the advertiser target a specific audience within a mall

## MULTIPLE MEDIA CHANNELS

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## UNIQUE CREATIVE

- Smartlite in-house creative department has produced advertisements for thousands of mall customers giving you access to the most creative mall advertisers in the industry.
- Our experience will assure the best creative possible for your program.
- Our creative team will help you balancing your creative concepts with the process necessary to make them a reality.

## TURN-KEY OPERATION

- Designed to ease the burden of plan administration
- Encourages customer plan participation
- Improves customer satisfaction
- Saves the customer time
- Reduces customer frustration

## LOCATIONS

- Smartlite believes that location is the key to a successful marketing campaign
- Our contracts will ensure your organization's marketing media will be placed in the most highly visible locations possible.
- High traffic locations increases reach and frequency of your organization's for the results you are looking for in your marketing strategy.