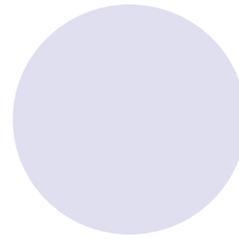
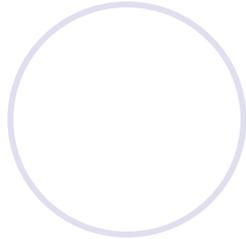
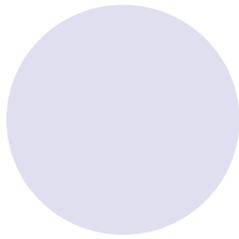


Terri Pitts | Founder

info@pittsconsultancy.com - terri@pittsconsultancy.com

p: 212.529.0495 - f: 212.529.0496

22 River Terrace 10L NYC 10282 - FB: Pitts Consultancy - Twitter: pittsconsult- LinkedIn: Terri Ostrow Pitts- Skype: terri.pitts1



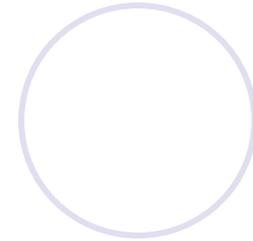
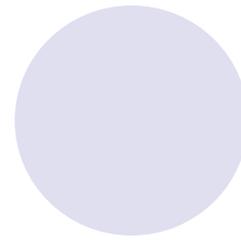
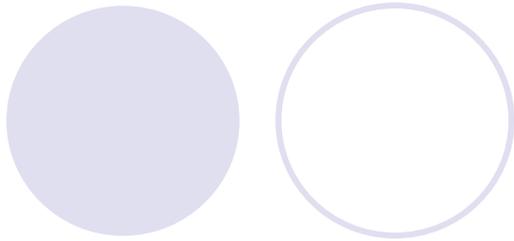
mission & bio

philosophy

- Take a helicopter view of our client's business and translate that into strategies that are authentic, actionable and growth driven.
- Learn all there is to know about the brand, so we can seek out the best and most appropriate opportunities.
- Deliver our passion for what we do to our clients via our expansive industry knowledge, expertise in negotiations and well-cemented relationships.
- Rise to the challenge of taking emerging brands and making them national household names.
- Deliver brand exposure for our clients that reaches millions of consumers while simultaneously securing *significant* savings for our clients.

bio

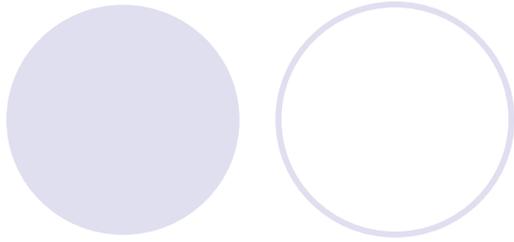
- **Terri Pitts**, founding partner of **Pitts Consultancy**, has a passion for the big idea that informs and entertains. Terri's career highlights include producing concerts for top-selling artists **Patti LaBelle** and **Santana** at the **New Orleans Jazz & Heritage Festival**, working in development and production on many well-know feature films including Interview with the Vampire starring **Tom Cruise, Brad Pitt and Christian Slater**, Twelve Monkeys starring **Bruce Willis** and **Basketball Diaries** starring **Leonardo DiCaprio**, creating many successful film premieres and multi-million dollar charitable events, and designing and executing global integrated partnership campaigns for clients such as **San Francisco 49ers Academy, Duran Duran, Zuckerberg Media, Studio Lambert, Sony Pictures Entertainment, SEGA of America, Disney, Clockwork Home Services, Inc.**, a subsidiary of **Direct Energy, Senior Helpers** and **Reed Alexander**. Combining her many years of experience of on-set physical production experience, with her experience representing brands and producers/distributors, Terri continues to advise on brand strategy, identify key branding opportunities and design processes that help her clients achieve their objectives. Terri was an invited guest speaker asked to provide insights and opinions on "Pom Wonderful Presents: The Greatest Movie Ever Made," the leading documentary on the product placement industry. Terri is a member of ERMA and has a degree from Tulane University.



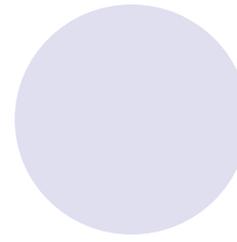
- Bean & Body Coffee
- Benjamin Franklin Plumbing
- Buena Vista Home Entertainment
- Classic Media
- Clockwork Home Services
- Damnayshin 3010
- Disney
- Distant Origin
- Duran Duran
- Eidos Interactive
- Fawn by Jennifer Fisher Jewelry
- GET Interactive
- Golf In The Kingdom
- Happy Tears

- Jennifer Fisher Jewelry
- Jennifer Gilbert
- Lego
- Lifetime Television
- M&C Saatchi
- Mad Money Productions
- Martin Jetpack
- Mister Sparky
- One Hour Heating & Air Conditioning
- Plum Pictures
- Ragdoll USA Inc.
- Reed Alexander
- Rich Rocks

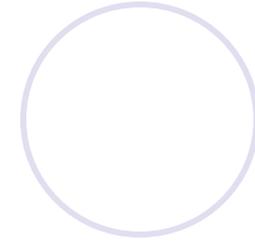
- Robot Galaxy
- San Francisco 49ers Academy
- Save the Date
- Senior Helpers
- SEGA of America
- Sony Pictures Entertainment
- Starz! Home Entertainment
- Stephen V. Masse
- Studio Lambert
- Sue Bee Honey
- Symantec Corporation
- Vicarious Sounds



- A Good Marriage
- Are We Officially Dating
- Bad Company
- Basketball Diaries
- Bringing Up Bobby
- Dance Dance Revolution
- Da Vinci Code
- Da Vinci Code Video Game
- Devil's Advocate
- Empire State
- Entourage
- Eraser
- Firewall
- Hotel Transylvania
- House



- Indian in the Cupboard
- Interview with the Vampire
- James Bond Feature Films
- King Arthur
- Murder at 1600
- National Treasure
- Open Season
- Pelican Brief
- Pretty Little Liar
- Ray J
- Sean Kingston
- Vampire Diaries
- Social Programming Network
- Step Up 4



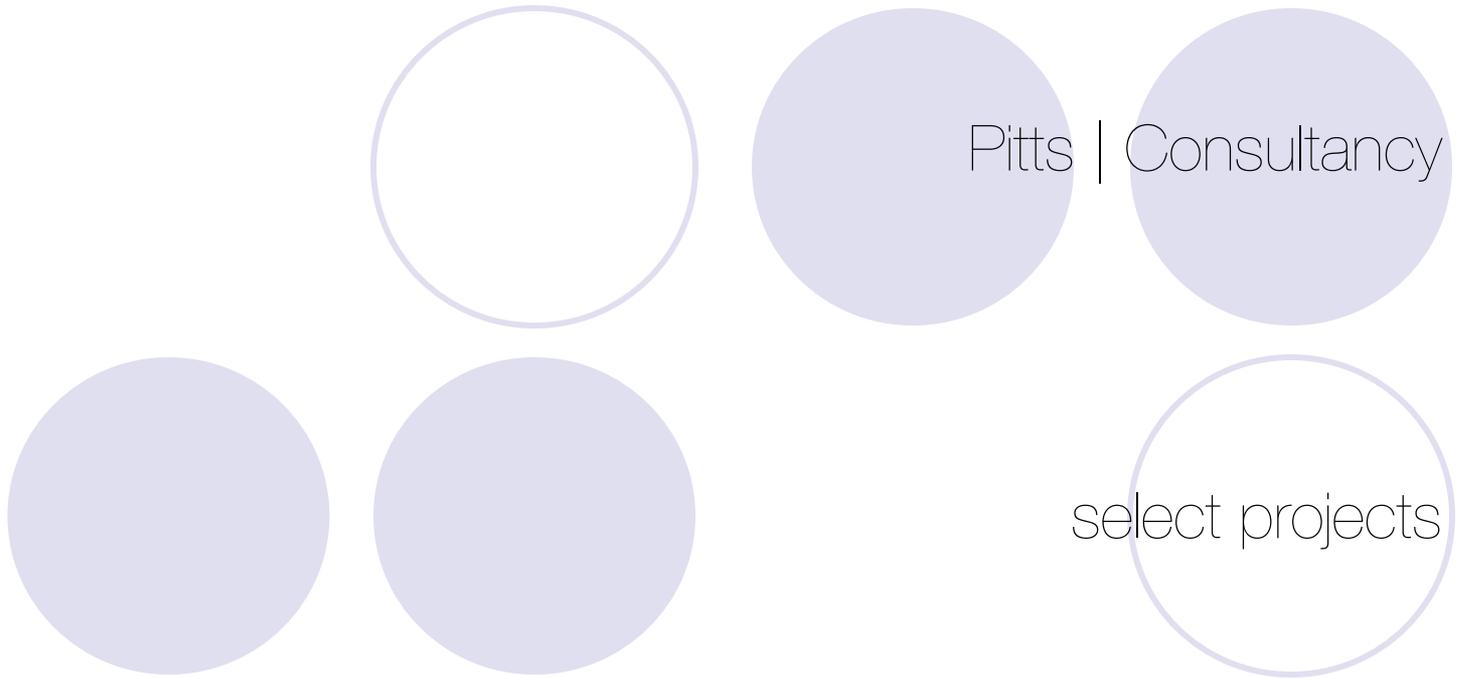
- Surf's Up
- Single Ladies
- Teletubbies
- The Celebrity Apprentice
- The Pitch
- The Ron Paul Channel
- The Teacher
- The Year Without Santa Claus
- Twelve Monkeys
- Two Bits
- Up All Night
- Veronica Mars
- Wow Wow Wubbzy!

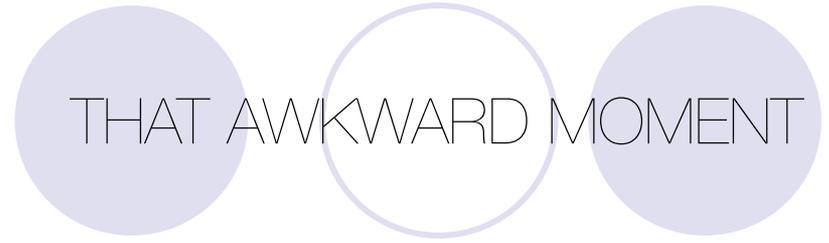
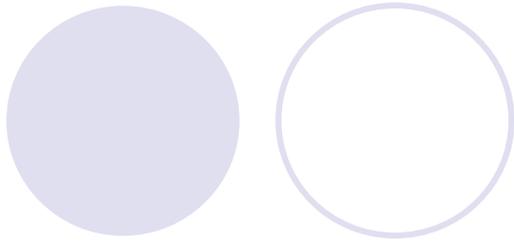
- *“Terri has represented Clockwork Home Services for over three years. She has negotiated unprecedented industry deals on our behalf. Our brands were barely known on a national level, and because of the integrations Terri has crafted for us, our three brands are now national household names. Evaluating ROI in product placement is often a challenge, but Terri knocked it out of the park for us. We considered several agencies, and we are confident that going with Pitts Consultancy was by far the best choice. We have never been disappointed and look forward to a long lasting relationship. – Chris Buitron, VP of Marketing, Clockwork Home Services, Inc., a subsidiary of Direct Energy*
- *“Terri is one of the most positive thinking people I have ever known. She is creative, extremely easy to work with, she works smart and hard and has a laser focus when it comes to taking on the hardest of projects and succeeding against almost impossible odds. She is truly an amazing person who will add great value to any project she takes on--she is a "top-line" thinker who delivers bottom line results.” - Bob Witter, Brand Entertainment Manager, Mazda North America*
- *I have had the pleasure of working with Terri on a few different projects and proposals and her creativity/ideas are always relevant and spot on within the target demographic. Terri has extensive knowledge of the entertainment industry and her passion shines through in the execution. I would recommend Terri and Pitts Consultancy 100%.” - Lisa Cardoso, Lifestyle and Music Marketing Manager at PUMA*
- *“Terri is a hard working, results-oriented person, who really knows the business of her clients. A real professional. It is a pleasure working with Terri.” – Mary Goss Robino, SVP Global Marketing, Sony Pictures Entertainment*
- *“I've now worked with Terri in three different roles across three companies. Why have we worked together consistently? Simple: she knows what she's doing, she's a strong advocate for her clients, she's solution-oriented and delivers. Her sense of humor and positivity make it always a pleasure to deal with her. I continue to value her input and advice and look forward to working with her again.” - Lee Dollar, Vice President, Strategic Marketing & Promotions, Sony Pictures Entertainment*



more kind words

- *"I hired Terri to secure promotional parties for our Disney Home Entertainment properties. I highly recommend her agency for her diligence, creativity and trustworthiness."* – **John Kim, Worldwide Executive Director, Walt Disney Studios Home Entertainment**
- *"I have known and worked with Terri for over 10 years and I don't know too many people who know the promotions/partnership business as well as Terri. Her knowledge of brands inside and out has been a huge asset when negotiating partnerships and promotional programs. She approaches all potential business deals with what is right for all partners involved. With that type of approach, Terri has forged some great relationships with both the brands and the studio that are a win win for everyone. I highly recommend Terri and her expertise."* – **Hyde Schram, Executive Director Global Promotions, The Walt Disney Company**
- *"Terri is a very creative, strategic dealmaker with a genuine interest in her clients' success. She has a great knack for aligning brands with the right opportunities to really stand out in the marketplace. Beyond that, she is very supportive and helpful in finding solutions for all types of situations."* - **April Kendall Gentry, Manager, Business Development, Universal Pictures**
- *"Terri has been an integral part of my growth within the music licensing arena. She has been persistent in bringing new ideas to the table in order to get my name and music out into the world. The connections Terri has within the Media Industries are vast and real. She is also fun to work with making it that much easier to bounce ideas back and forth. It is always great to hear the work she does on product integration. Her accomplishments allow me to trust her even more when handling my pitches."* Terri's top qualities include: Personable, Expert, Creative - **Jamal "Baby J" Cummings, Artist**





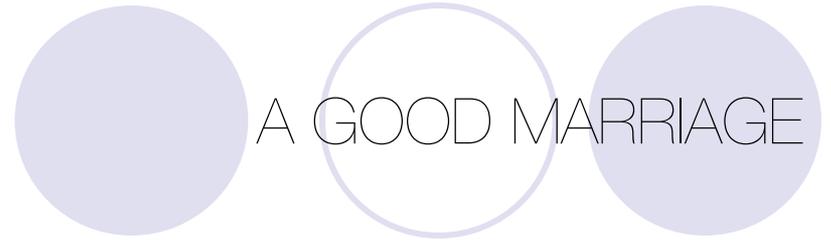
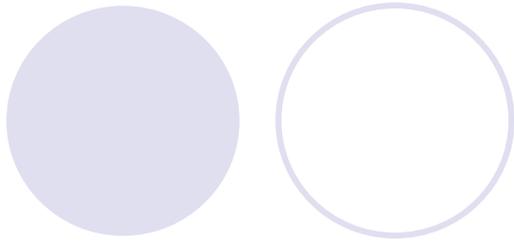
THAT AWKWARD MOMENT



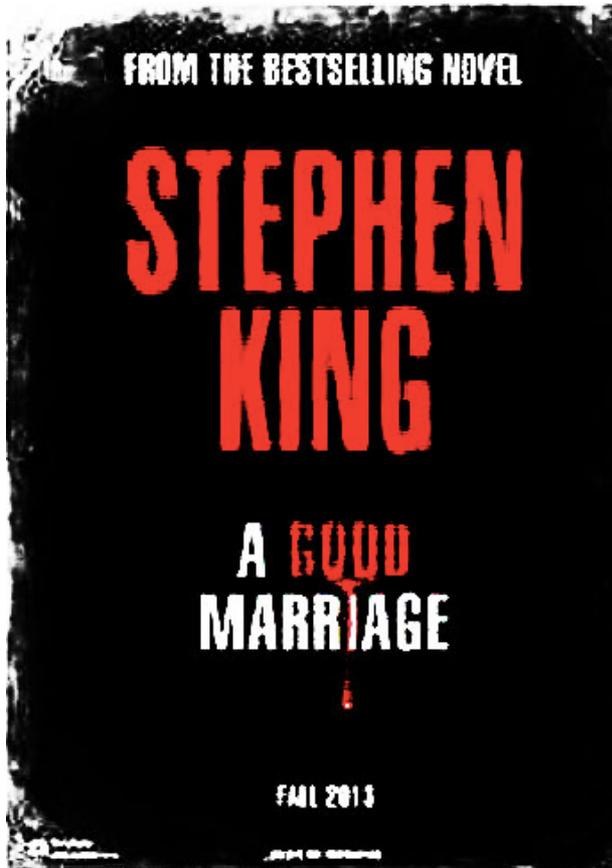
Working directly with production, Pitts Consultancy places over **\$150K** in product into the film including: **Apple, Blackberry, Hamilton Watches, Nokia, Samsung, Wacom, Dell, Diageo, Erno Lazlo, Luxottica, Heineken, OXO, Lacoste, TaylorMade, Tommy Bahama, Vigo, Warby Parker** and many others is the film starring Zac Efron, Miles Teller, Jessica Lucas, Imogen Poots and Michael B. Jordan.

"This was the first time I ever worked with Terri. I will never work with anyone else!" –
Ethan Tobman , Set Designer

Pitts | Consultancy Client: AWOD Productions, Treehouse Pictures



A GOOD MARRIAGE

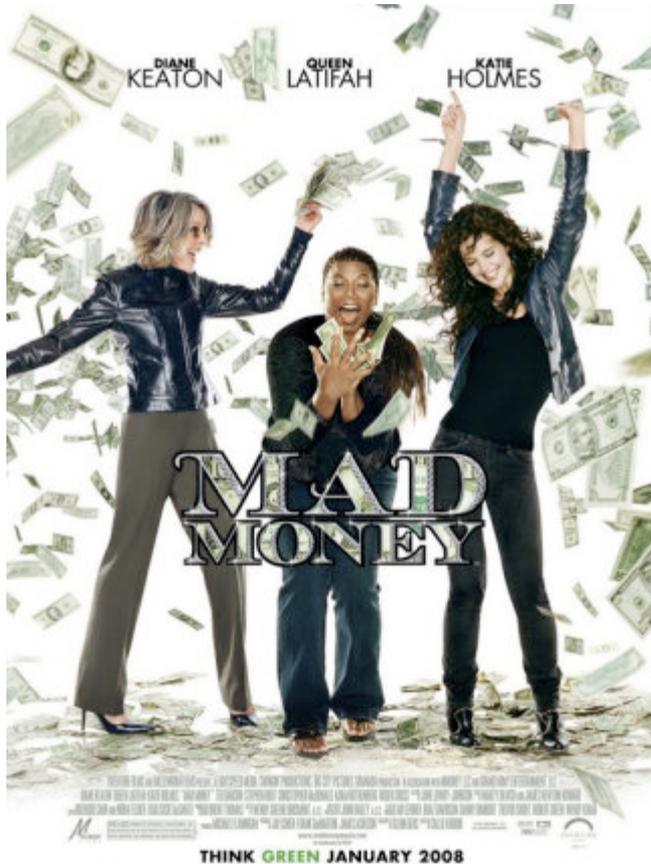


Pitts | Consultancy Client: Anderson Coin, LLC

Working directly with production, Pitts Consultancy places over **60 brands** into the film including: **Apple, Cuisinart, Elizabeth Arden, Fila, Jos. A. Banks, KitchenAid, Le Creuset, Nestle Waters/Perrier, OXO, Rich Rocks, Samsung, Tootsie Roll, Volkswagen and Wilson**, into the thriller written by Stephen King, starring Joan Allen and Anthony LaPaglia.

"Pitts Consultancy is now officially part of my team. I will do every movie I produce with her. There is no one more professional and better connected in the brand space. She has a full understanding of production and branding. Terri is 100% committed and always has her client's best interest at heart." – **Per Melita, Producer**

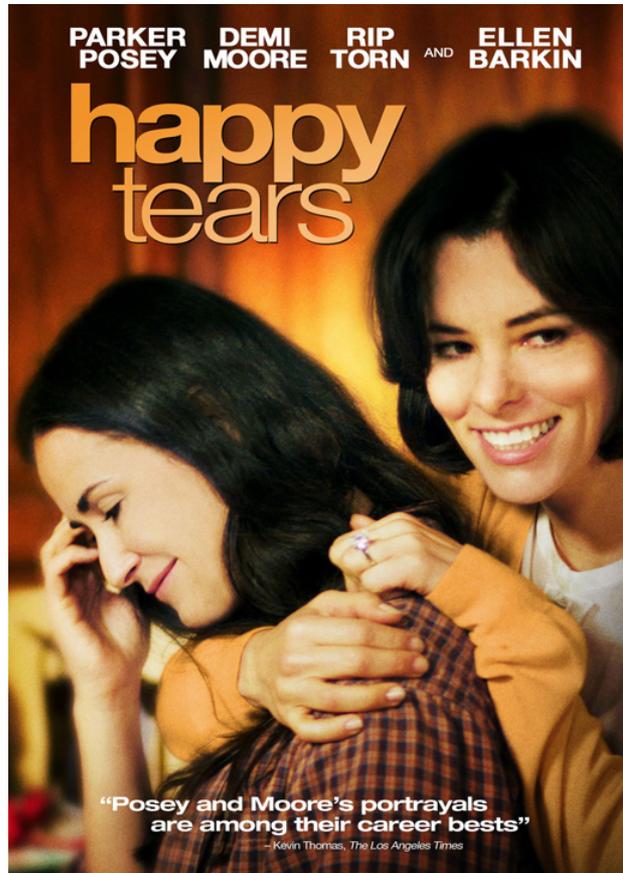
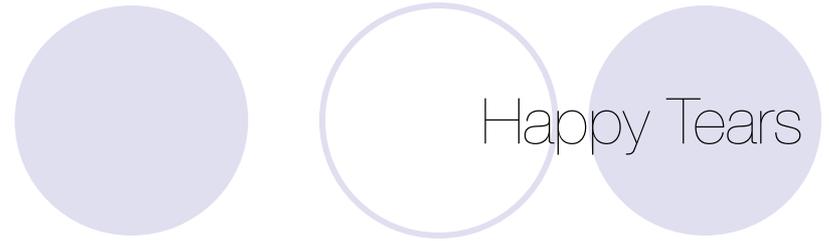
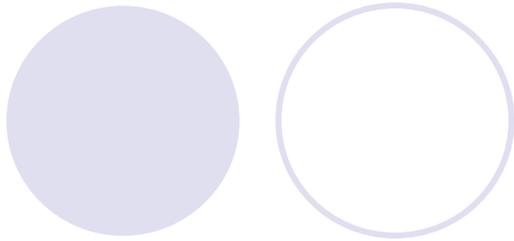
Mad Money



Working directly with **Mad Money Pictures**, Pitts Consultancy places a Jimmy Choo shoes and handbags, **Kooba** handbags, **Coach** handbags, **Goyard** duffle bag and handbags, **Theory**, **Fila**, **Costa del Mar**, **Darphin**, **Skinceuticals**, **Molton Brown**, **Elemis** and **Steak-umm** in the film starring Diane Keaton, Katie Holmes and Queen Latifah.

*“Terri’s phenomenal work on my film **Mad Money** lead me to make Pitts Consultancy my “go to” firm for all placements needs. In addition, I have recommended her to many colleagues, for whom she has delivered consistently outstanding results.”*
*Terri’s top qualities include: Great Results, Expert, High Integrity - **James Acheson**, Film Producer*

Pitts | Consultancy Client: Mad Money Pictures



Working directly with production, Pitts Consultancy places over \$100K in product into the film including: Alex Toys, Annick Goutal, Apple, Balenciaga, Baskin-Robbins, Brian Atwood, California Pizza Kitchen, Carnal Flower, Chopard, Container Store, Darphin, Dell, Dole, DuWap, Elemis, Federal Express, Frito-Lay, Go Smile, Goyard, GRAFF, Hostess, June Jacobs, JuraCapresso, Kellyco Metal Detectors, Knox Equipment, Laura Mercier, Matrix, Molton Brown, Oscar Blandi, OXO, Peter Thomas Roth, PaperPro, Philosophy, Pepsi, SkinCeuticals, Stella d' Oro, Schlitz, USA Today, Wei East, William Bounds, Wonder Bread and Yves St. Laurent in the film starring Demi Moore, Ellen Barkin and Rip Torn.

"Terri came on as the product placement director for our indie film, Happy Tears. She secured products for wardrobe, props, set design, hair & make-up and even a fork lift! Terri amazingly pulled off the feat of having the world's leading jewelers, GRAFF, create 2 pairs of earrings solely for our film, at no cost to production. On our low budget, we were able to showcase the high-end products truly needed to make our film authentic. Without Terri, this could never have happened. Her resources, understanding of the production process and dedication to our 24-hour production schedule were unprecedented." – Joyce M. Pierpoline, Producer

Pitts | Consultancy Client: Susceptible, LLC/Happy Tears Productions

Pitts | Consultancy

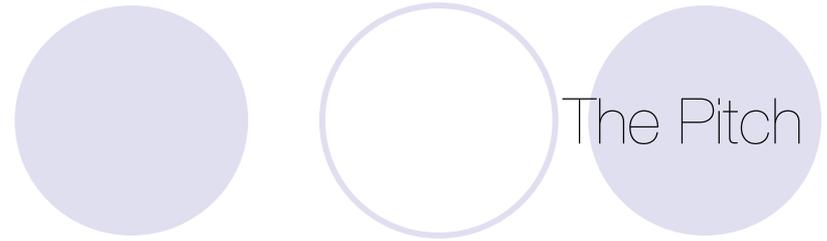
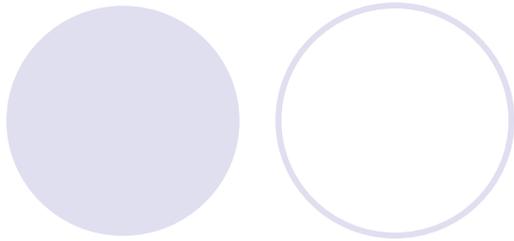
The Celebrity Apprentice



In partnership with **NBC, Mark Burnett Productions** and the **Trump Organization, Clockwork Home Services, Inc.**, a subsidiary of **British Gas** and **Direct Energy**, and owners of the national franchises **Mister Sparky, One Hour Air Heating & Air Conditioning, and Benjamin Franklin Plumbing**, creates their first-ever national consumer entertainment campaign for their 550+ franchisees centered around their brand integration on **The Celebrity Apprentice**. This is the first time the show has integrated a service orientated brand, and it is the first time the show has integrated three brands into one single episode. The episode audience reached 8.5MM network viewers during its initial airing. Service call increase topped 1500% immediately post-episode. Three-weeks post-show, Clockwork Home Services, Inc. is bought by the nation's largest energy company, Direct Energy for a \$183 Million and a commitment from Direct Energy to keep the brand names, as they are now household names. The brand integration is supported by a fully-integrated campaign including:

- National Television
- National Print
- Radio
- Out of Home
- \$100K National Sweepstakes
- Consumer Offer
- Direct Mail
- Door Hangers
- Dedicated Microsite
- Vehicle Wraps
- Public Relations Campaign
- Premiums
- Social Media

Pitts | Consultancy Client: Clockwork Home Services, Inc., subsidiary of British Gas and Direct Energy. Owners of: Mister Sparky Electricians, One Hour Air Conditioning & Heating, Benjamin Franklin Plumbing



The Pitch



Client: ALL3MEDIA

As an agency to **ALL3MEDIA**, creators of **Undercover Boss**, Pitts Consultancy pitched select brands for participation in the premiere season, locking Renaissance Hotels' Autograph Collection for the finale episode.

"Thank you so much for everything. I hope they [Clockwork] appreciate all you do to make them look great. We certainly appreciate all your help! We are certain that Clockwork's episode ran so smoothly during production because of your management of the process. No doubt that directly resulted in the very tight delivery of Clockwork's key brand messaging." – Eli Holzman, President, Studio Lambert

Client: Clockwork Home Services, Inc.

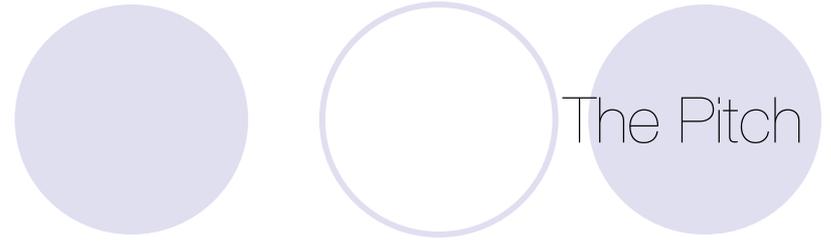
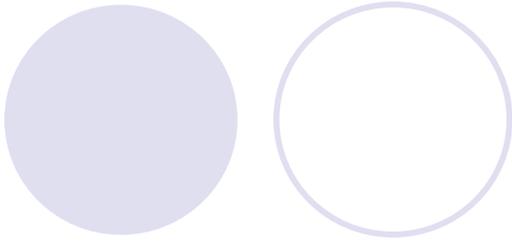
In partnership with **AMC** and **All 3 Media**, creators of **Undercover Boss**, **Clockwork Home Services, Inc.** a subsidiary of **British Gas** and **Direct Energy**, and owners of the three national franchises: **One Hour Air Heating & Air Conditioning**, **Mister Sparky** and **Benjamin Franklin Plumbing**, launches a fully integrated campaign based on a concept conceived during their public RFP process showcased on the hit docu-series, **The Pitch**, produced by Studio Lambert and distributed by AMC. Clockwork's episode is viewed by over 15 Million consumers nationwide. The brand integration is supported by a fully-integrated campaign including:

- National Television
- National Print
- Radio
- Consumer Offer
- Direct Mail
- Dedicated Microsite
- Public Relations Campaign
- Social Media

Pitts | Consultancy Client: Clockwork Home Services, Inc., subsidiary of British Gas and Direct Energy. Owners of: Mister Sparky Electricians, One Hour Air Conditioning & Heating, Benjamin Franklin Plumbing



Pitts | Consultancy Client: ALL3MEDIA



The Pitch

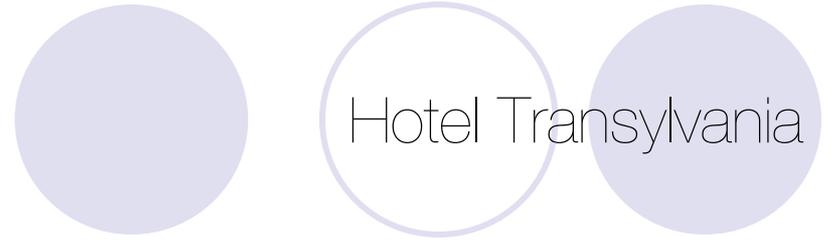
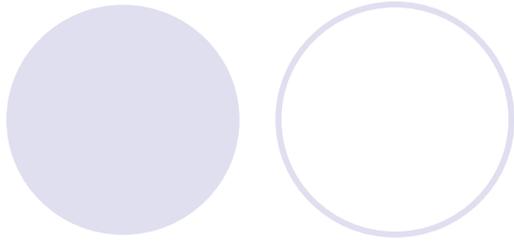


Social Programming Network, created by **Jason Goldberg**, Co-Founder of **Katalyst**, serves as the technological and production infrastructure to enable today's thought leaders, charities, educational institutions, and political leaders to meet the demand for original content.

Representing the **SPN's** premiere channel, **The Ron Paul Channel**, Pitts Consultancy secures hot topic branded segments, connecting personalities and brands with unique digital content opportunities.



Pitts | Consultancy Client: Social Programming Network

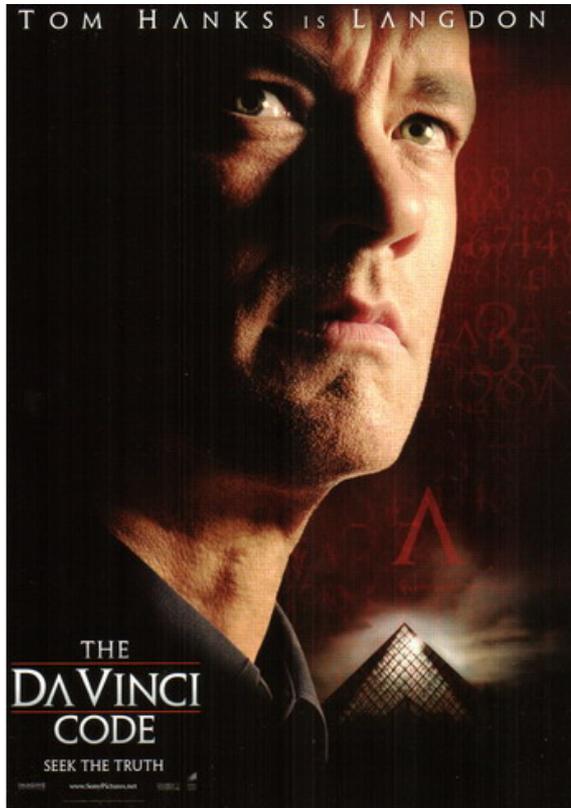
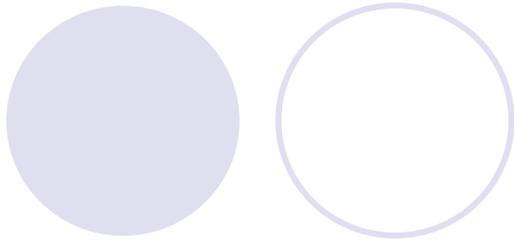


Hotel Transylvania



In representation of **Sony Pictures Entertainment**, Pitts Consultancy markets the studio's Halloween tent-pole film, **Hotel Transylvania**, to national brands to secure promotional partnerships with consumer packaged goods.

Pitts | Consultancy Client: Sony Pictures Entertainment



In partnership with **Sony Pictures Entertainment's The Da Vinci Code**, **Symantec Corporation** creates their first global campaign centered around their well-known Norton Anti-Virus and Norton Internet Security products. The *"Protect Your Secrets"* campaign won the *2006 Yahoo! Big Idea Chair award, WebAward and the San Francisco Point of Purchase award.*

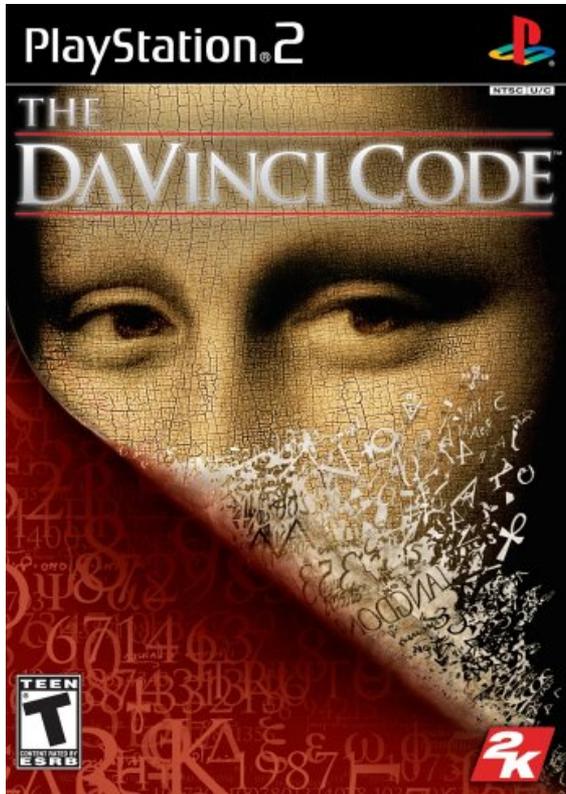
Campaign elements included:

- National print (Time, Newsweek, etc.,)
- On-pack belly band stickers
- In-store standees
- Consumer offer with sweepstakes overlay
- Dedicated micro-site with interactive game
- On-line banner advertisements
- Screening program
- Celebrity and press gift bags

"Terri is a hard working, results-oriented person, who really knows the business of her clients. A real professional. It is a pleasure working with Terri." Terri's top qualities include: Personable, Expert, High Integrity - Mary Goss Robino, SVP Global Marketing Partnerships, Sony Pictures Entertainment

Pitts | Consultancy Client: Symantec Corporation

Da Vinci Code - The Video Game

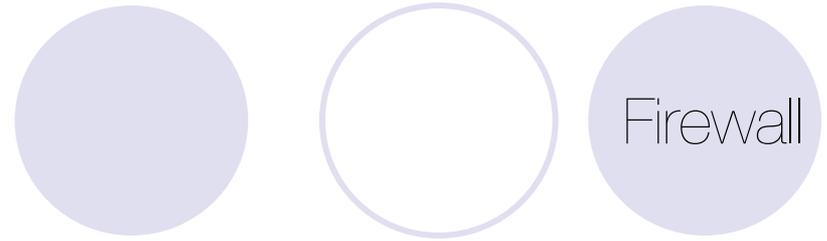
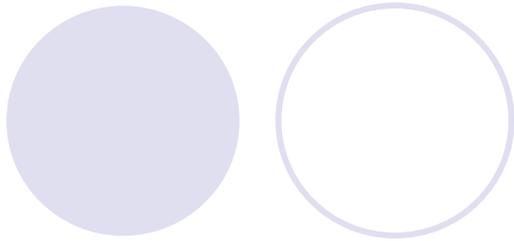


In partnership with **Take-Two (2K) Interactive Software**, **Symantec Corporation** extends the reach of their theatrical partnership with **The Da Vinci Code** via the PC platform release of the film's accompanying official video game.

Campaign elements included:

- Multi-level in-game placements
- Web banners
- Dedicated page in the game manual
- Dedicated micro-site,
- User tips and tricks
- Symantec trial ware offer via an on-line download

Pitts | Consultancy Client: Symantec Corporation

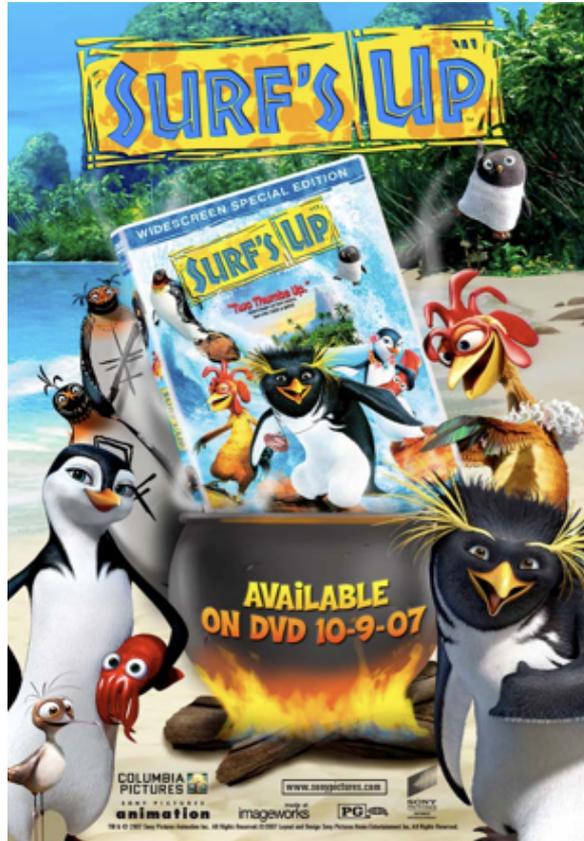
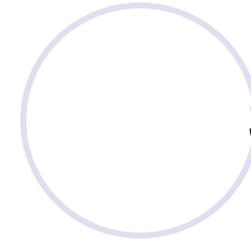
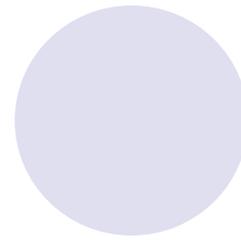
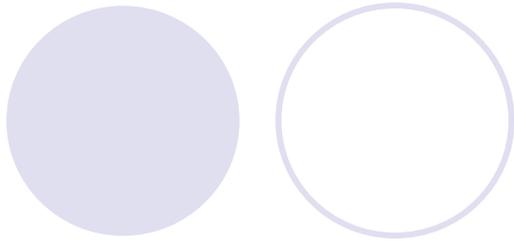


In partnership with **Warner Bros. Pictures Inc.'s Firewall**, **Symantec Corporation** creates a domestic account specific program that centers around the Norton Internet Security 2006 and Norton SystemWorks 2006 products. The *“Protect Your Identity”* campaign elements included:

- Exclusive account specific consumer offers
- Retail circulars
- On-pack belly band stickers
- In-store point-of-sale
- On-line banner advertisements
- Consumer movie ticket offer
- Mobile tour
- Landing page on Symantec’s corporate site
- Dedicated email blast
- Screening program

*“Before Terri, we garnered placements by waiting for properties to contact us. After Terri, we secured and participated in the top box-office films including **Da Vince Code**, **Bourne Supremacy** and **Firewall**. We are certain this could never have happened with out her. Terri’s passion for her work and her commitment to her clients is unprecedented. Her ability to negotiate deals with Hollywood, always getting us the most robust deals because of her incredible negotiating skills and strong relationships, is phenomenal. We felt completely confident allowing Terri to represent our interests to the entertainment community.”* – **Linda Knox, Director, Marketing Programs, Symantec, Inc.**

Pitts | Consultancy Client: Symantec Corporation



Pitts | Consultancy Client: Sony Pictures Home Entertainment

In partnership with **Sony Pictures Home Entertainment's Surf's Up, Chuck E. Cheese** offers consumers two value-add coupons. Consumers who purchase the SURF' S UP DVD receive 2 coupons good for in-restaurant tokens and a meal deal. Campaign elements included:

- Free-standing insert with a 65MM circulation
- Show tapes
- Table tent cards
- Consumer offers

In partnership with **Sony Pictures Home Entertainment's Surf's Up, Carl Buddig** offers a consumer rebate. Consumers who purchase the SURF' S UP DVD and Buddig's Original Carl Budding luncheon meats receive a \$3 mail-in rebate. Campaign elements included:

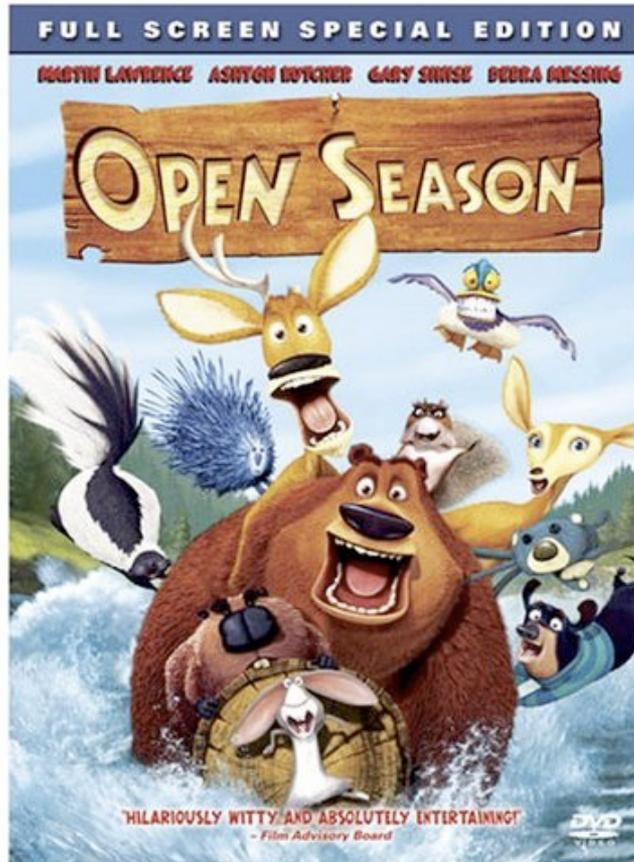
- On-pack violator
- On-line banner advertisement
- On-line home page
- On-line intro sequence
- On-line dedicated promotional pages
- Consumer offer

In partnership with **Sony Pictures Home Entertainment's Surf's Up, On-Cor** offers a consumer rebate. Consumers who purchase the SURF' S UP DVD and On-Cor's Family Size Salisbury Steak receive a \$5 rebate by mail. Campaign elements included:

- Free-standing insert
- On-pack graphics
- Consumer offer

"I hired Pitts Consultancy while consulting for Sony Pictures Home Entertainment - to identify and secure promotional partners for DVD releases. Pitts | Consultancy provided timely reports and delivered great results on an accelerated (highly pressurized) timeline. Terri and her staff were informative, helpful and a pleasure to work with. They delivered quantifiably successful national partnerships across multiple categories and were tenacious with follow up on our requests. It was an easy decision to hire her again and I look forward to the opportunity to work with her on future projects." Terri's top qualities include: Expert, Good Value, Creative - Alyssa Waller, Amplitude

Open Season



In partnership with **Sony Pictures Home Entertainment's Open Season**, **Langer Juice Co.** creates a self-liquidating consumer promotion in association with Sony Pictures Animation's first release, OPEN SEASON. Consumers that purchase any Langers Juice will receive a free OPEN SEASON branded Pez dispenser. Campaign elements included:

- On-pack graphics
- In-school menus
- On-line exposure
- Consumer offer

"Sony Pictures Home Entertainment, NA, has worked with Terri Pitts of Pitts | Consultancy on a number of promotional marketing programs in the past and has only good things to say about the experience. Terri has delivered many national partners for our DVD releases. She has been very easy to work with, providing all the assets we need in a forthright, timely and easy manner. Terri's partnerships have spurred incremental sell through for us in the marketplace. Conversely, on the partner side, our marketplace penetration has lifted the sales of their products; definitely a win-win for both sides." - Michael Henry, Director, National Promotions, Sony Pictures Home Entertainment

Pitts | Consultancy Client: Sony Pictures Home Entertainment

Pitts | Consultancy

National Treasure

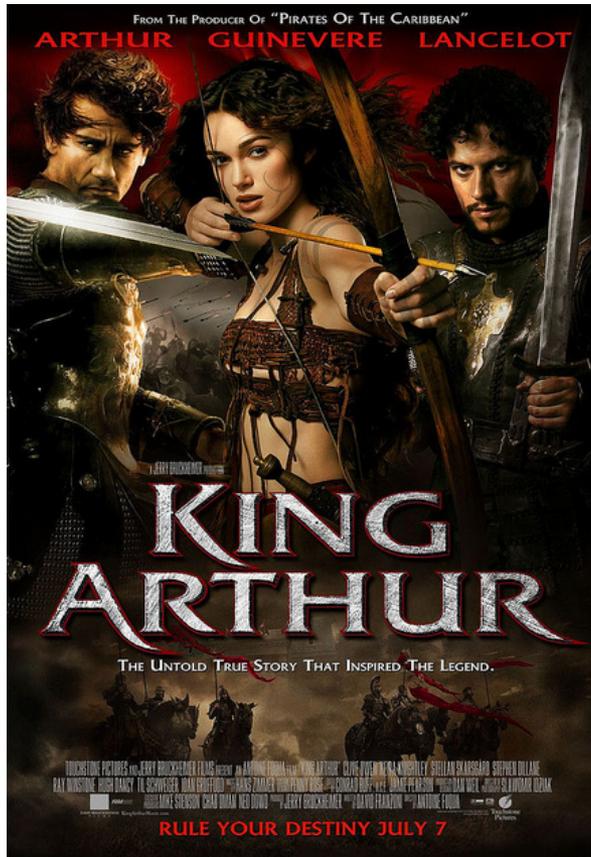


In partnership with **Buena Vista Home Entertainment's National Treasure**, the **Pennsylvania Tourism Commission** creates a regional marketing campaign to increase tourism in Philadelphia and Washington, D.C. Campaign elements included:

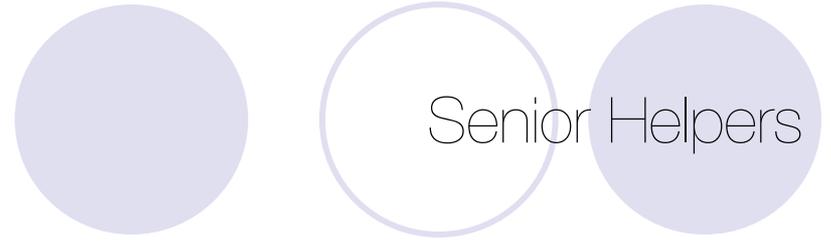
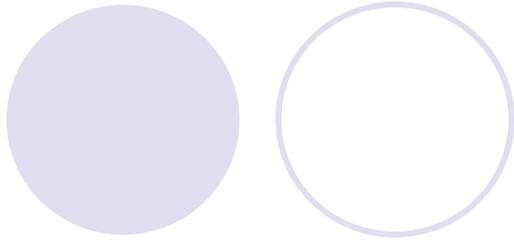
- Regional print
- Dedicated micro-site
- Consumer offer with a sweepstakes overlay

"I have known and worked with Terri for over 10 years and I don't know too many people who know the promotions/partnership business as well as Terri. Her knowledge of brands inside and out has been a huge asset when negotiating partnerships and promotional programs. She approaches all potential business deals with what is right for all partners involved. With type of approach Terri has forged some great relationships with both the brands and the studio that which is a win win for everyone. I highly recommend Terri and her expertise. Terri's top qualities include great results, expert and high integrity. - Hyde Schram, Director, Walt Disney Company

King Arthur



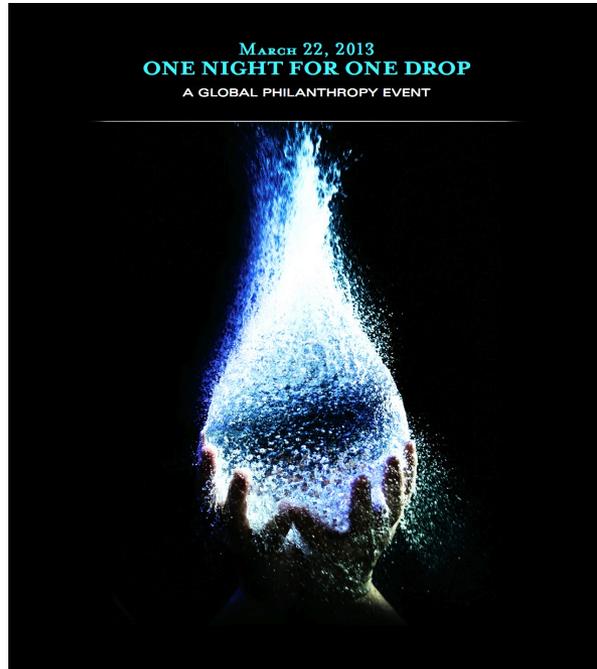
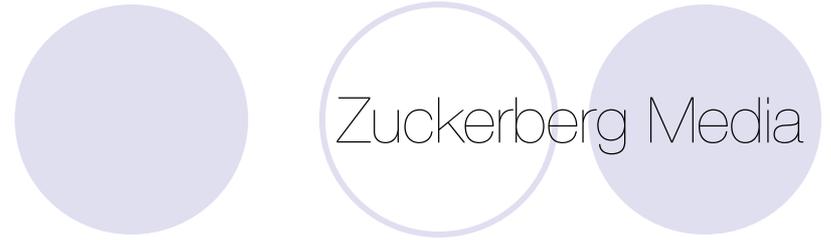
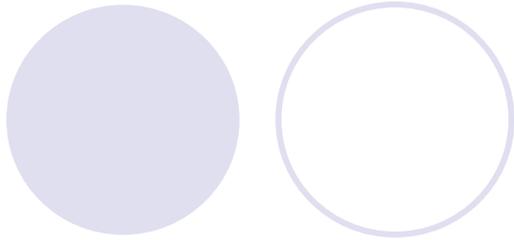
- In partnership with Buena Vista Home Entertainment's King Arthur, B&G Foods' Ortega Tacos brand creates a "Taco & A Movie" consumer marketing program. Campaign elements included
- Full-page, integrated national FSI
 - Point-of-sale
 - Take-ones
 - Mail-in-rebate consumer offer
 - DVD Inserts



Pitts | Consultancy Client: Senior Helpers

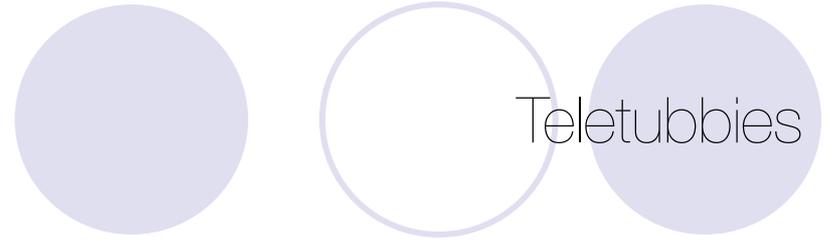
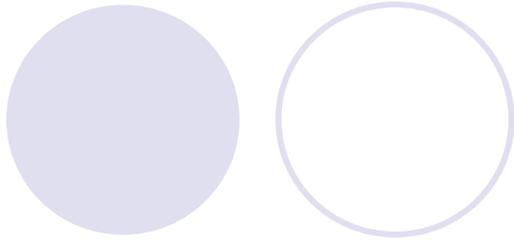
On behalf of **Senior Helpers**, the country's only national franchise organization focusing on at home non-medical elderly care, Pitts Consultancy negotiated and executed a partnership with the well-known celebrity, Leeza Gibbons, to create greater brand awareness.

"When you hire Terri you just hired your most loyal employee. She puts her heart and soul in ensuring your company will achieve above average returns on investments but more importantly will help you grow your brand." – **Chris Buitron, SVP Marketing, Senior Helpers**



Pitts | Consultancy Client: Zuckerberg Media

Exclusively representing **Zuckerberg Media**, Pitts Consultancy presented **ONE NIGHT for ONE DROP** in honor of **World Water Day** to the brand community. We leveraged our massive brand relationships and showcased this one night only live streaming event to brands across every business sector from automotive, to personal care, to consumer packaged goods, to cosmetics, electronics, to mobile devices and more.



Pitts | Consultancy Client: Ragdoll USA Inc.

In partnership with **Ragdoll's Teletubbies 10 Year Celebration**, **Amtrak** creates a consumer promotion that drives awareness for Amtrak's Kids Ride Half Off promotion. Campaign elements included:

- Counter card
- DVD On-pack sticker and insert
- Consumer give-away at counter
- On-board activity book
- On-line: Home Page and dedicated landing page
- Ticket jacket
- Tray liner
- Sweepstakes overlay

In partnership with Ragdoll's Teletubbies 10 Year Celebration, **Langer Juice Co.** creates a consumer promotion. Consumers that purchase Langers Juice will receive a free Teletubbies sippy cup. Campaign elements included:

- Get Up and Go! T-Shirt
- Homepage and a downloadable activities
- On-pack graphics
- Consumer offer

In partnership with Ragdoll's Teletubbies 10 Year Celebration, **JC Penney's Portrait Studio** creates a consumer promotion. Consumers that purchase the new Teletubbies DVD receive a coupon offer good for a free 8x10 and no sitting fee. Campaign elements included:

- Activity book
- Counter card
- Coupon offer
- DVD insert
- Tear pad
- Consumer offers

Sue Bee Honey

Sue Bee
TRUST the TASTE
OF AMERICAN HONEY

For a consistently delicious taste, nothing beats 100% pure, all-natural Sue Bee Honey. You can be assured that every sweet drop of American-made Sue Bee comes from carefully selected sources right here in the United States. It's the honey generations have trusted for superior quality and great taste – every time.

Sue Bee French Toast Casserole

Ingredients:
3/4 cup Sue Bee Honey, divided
1 loaf (1 pound) thick-sliced bread
6 eggs
1 1/2 cups milk
1 teaspoon salt
1 teaspoon vanilla
2 teaspoons cinnamon (divided)
4 baking apples, cored & sliced

Instructions:
Preheat oven to 400°F. Spray 9" x 13" baking pan with nonstick coating. Layer bread evenly in bottom of pan. Beat together eggs, milk, 1/4 cup of Sue Bee Honey, salt, vanilla and 1 teaspoon cinnamon. Pour over bread. Layer apple slices evenly over top of bread and drizzle with remaining honey. Sprinkle remaining cinnamon over top. Bake for 35 to 45 minutes. Top with additional honey, if desired.

Terri Eames USA Gold Medalist
Olympian and Endorser of Sue Bee
Summer Sanders

Enter For Your Chance To Win A Kitchen Makeover!

- Look for codes on specially marked Sue Bee Honey products.
- Instant prizes include a kitchen makeover, a year's supply of Sue Bee Honey and more!
- Check out the virtual kitchen to find delicious Sue Bee recipes.
- Watch videos of USA Gold Medalist Summer Sanders preparing her favorite Sue Bee recipes.

Go to trustthetaste.com

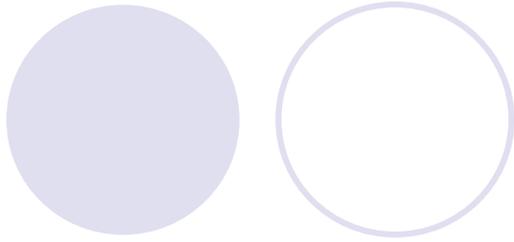
SueBee
America's Honey
Product of USA

On behalf of **Sue Bee Honey**, the world's largest honey producers, Pitts Consultancy negotiated and executed a multi-year celebrity endorsement with **Olympic Gold Medalist Summer Sanders**. Sue Bee Honey has created a fully integrated campaign featuring Summer Sanders that includes:

- National Print
- In-store
- On-line
- Social Media
- Public Relations
- Guest Appearances
- Signed Merchandise

"Terri is a fantastic resource for all things entertainment marketing. She has an incredible mind for strategy and detailed execution. Her agency played an integral role in not only planning, but also the implementation/activation of our national promotion. She brings proven success to any promotion she works on." - **Todd Sanning, Vice President & Partner, SKAR Advertising**

Pitts | Consultancy Client: Sue Bee Honey/SKAR Advertising



Jennifer Fisher Jewelry



Pitts | Consultancy Client: Jennifer Fisher Jewelry

Pitts Consultancy represents **Jennifer Fisher Jewelry**, placing her high-end designs on celebrities in TV, Film & Music Videos to build brand awareness. Some placements include **NBC's Up All Night** starring **Christina Applegate**, **Miley Cyrus** in **So Undercover**, **Emma Roberts** in **Empire State**, **Vampire Diaries**, **Pretty Little Liars**, **Single Ladies**, **Dance Dance Revolution**, **In Style Magazine**, **Us Weekly** and **People Magazine's Gift Guide**.

"Pitts Consultancy came in to represent my product to the entertainment community, and within 3 days, Terri had 10 placements lined up! We've been working together for 3 years, and I am most thrilled with how consistently proactive Terri is. Pitts Consultancy has all the right contacts to land valuable placements for my brand." - **Jennifer Fisher, Owner & Designer, Jennifer Fisher Jewelry**

Jennifer Gilbert: Save the Date, I Never Promised You A Goodie Bag

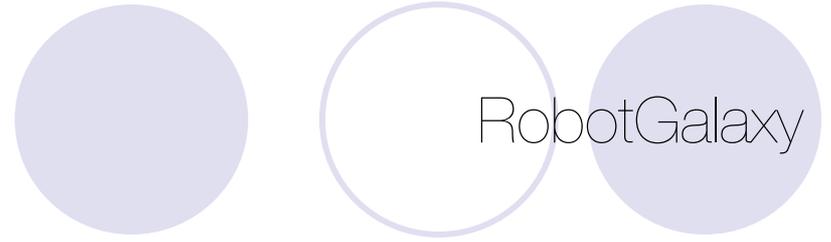
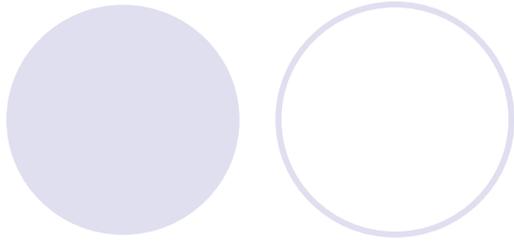


In representation of **Jennifer Gilbert**, Founder & CEO of **Save the Date** and author of the memoir, **I Never Promised You A Goodie Bag** published by Harper Collins, Pitts Consultancy formulated a long term marketing plan that enabled for the greatest success of Jennifer's inaugural memoir . Marketing initiatives included:

- National Television
- National Print
- National Radio
- Public Relations
- Social Media
- Direct Mail

*"Terri analyzed my brand and my core business and formulated a marketing strategy for for Save the Date, as well as the launch of my memoir, I Never Promised You A Goodie Bag. Terri's plan exponentially grew my social media communities, lead to the partnership with the largest home retailer in the country, Bed, Bath & Beyond, and enabled me to secure unprecedented coverage in outlets such as **People Magazine, New York Times Life & Styles Section, O Magazine, the Today Show, Huffington Post, and AOL.com's home page.** Terri has a true dedication to clients, seeking out the best opportunities to achieve success." - **Jennifer Gilbert, CEO & Founder of Save the Date, Author of I Never Promised You A Goodie Bag***

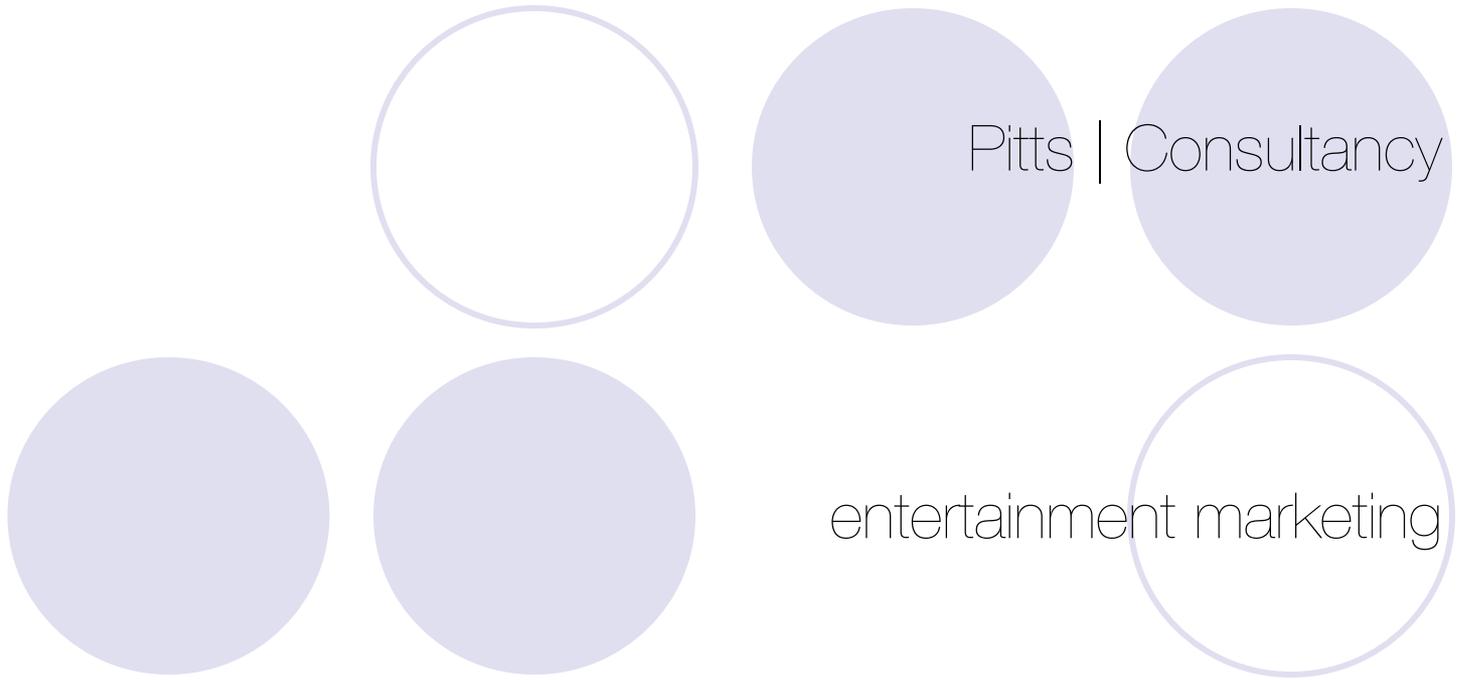
Pitts | Consultancy Client: Jennifer Gilbert, CEO & Founder of Save The Date,
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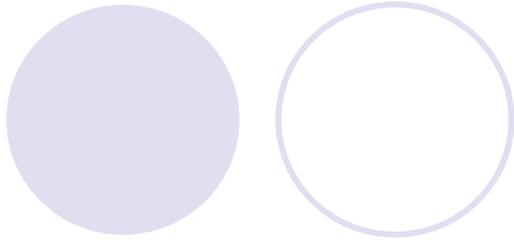


Pitts Consultancy represents **RobotGalaxy** to drive product placement opportunities and strategic alliances with select entertainment companies, as well as like-minded brands. RobotGalaxy has been placed in **Entourage on HBO**, **House on Fox** and the feature film, **Field Trip**. Pitts Consultancy placed RobotGalaxy as the only experiential “gift” in the VIP section at the **LA Lakers Championship Celebration**.

“As a start up company, we were looking for a true partner and Pitts Consultancy proved to be just that. Terri analyzed our brand and got our product into the hands of key influencers. Within in minutes of our placement on Fox’s House, we instantly saw demand for our product via significant orders from new distributors for significant – it was amazing.”
- Ken Pilot, Co-Founder, RobotGalaxy and Former President of the Gap brand

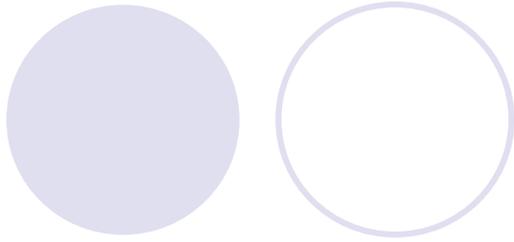
Pitts | Consultancy Client: RobotGalaxy





entertainment marketing

- A compelling association between a brand and an entertainment property to borrow the property's equity to influence, engage and motivate consumers
- Builds top-of-mind awareness and relevance which:
 - Builds and protects distribution
 - Recruits new target consumers
- Creates a central theme that may be integrated into all communication touch points reaching all messaging targets
 - Touch points: TV, Print, OOH, Online, PR, Social Media, Special Events
 - Messaging targets: Consumers, gatekeepers, sales and trade
- Entertainment marketing programs may include one or a mix of:
 - Product placement
 - Brand integrations
 - Seeding
 - Endorsements
 - Sponsorships
- Programs are negotiated on the basis of:
 - Barter: In-kind product
 - Partnerships: Asset exchange
 - Sponsorships: Monetary investment
 - Pay to Play: Monetary investment



entertainment marketing: avenues



product placement

- A form of advertising where branded goods or services are placed in an undisclosed, organic context typically devoid of advertisements
- Branded goods may be seen in the foreground and/or the background of the context

brand integrations

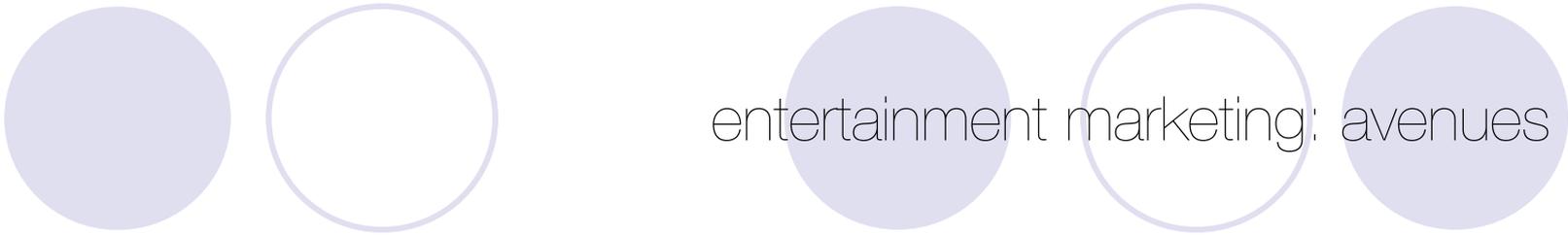
- The “next level” of product placement
- Branded goods or services become integral to the storyline
- Key brand traits are often featured (called out)

seeding

- Placing product with VIPs, celebrities and influencers
- Gift bags, gifting lounges/suites, high-profile events (Oscars, Music Awards, Emmy’s, etc.) premieres, etc.
- Celebrity spokesperson(s)

endorsements

- Using influencers such as a celebrity to provide their approval of a brand
- Leverage the approval provided by the influencer in marketing and PR collateral



entertainment marketing: avenues

sponsorship marketing

- Builds awareness through an investment in an organization or an event (i.e., party, festival, concert) with a built-in targeted consumer market
- Connects brands with consumers at events they have chosen to attend in a context in which consumers would be most favorably disposed to the brand's messaging
- Dramatically influences customer relations by:
 - Shaping buying attitudes and generating positive associations
 - Driving sales by showcasing product attributes and sampling at events
 - Heightened visibility for the brand via media coverage for an event
 - Differentiates brands from competitors via category exclusivity
 - Enhances business, consumer and VIP relations via hospitality suites
 - Enables networking settings (VIP receptions, etc.) opportunities to meet key customers and solidify relationships



entertainment marketing: pitts consultancy

pitts consultancy

- Seamlessly places and integrates brands into film, television, music videos, new media, works of fiction and various gaming platforms
- Has long-term, deep relationships with all the major content creators and their key personnel:
 - Film: Sony Pictures, Twentieth Century Fox, Paramount, Warner Bros., Universal Studios, etc., as well as the independent film-makers
 - Television: Networks, cable, digital partners, scripted, reality, docu-series, etc.
 - Music: Universal Music, Warner Music Group, Koch, Sony/BMG, etc.
 - Gaming: SEGA of America, Sony, Capcom, Konami, EA, Genius Products, etc.
 - Key Personnel: Agents, producers, directors, writers, set designers, set decorators, prop masters, etc.
- Works closely with all of Hollywood's biggest talent agents to identify and structure effective commercial endorsement deals
- We seek and secure unique opportunities that ensure brand exposure and targets our clients' key demographic
- Oversees all deal negotiations and program implementation and execution
- Crafts sponsorship opportunities by selecting programs that meet with target audience's needs and focuses on the event experience:
 - How will our clients add value to the event experience for the attendees?
 - How can our client extend the experience so it stays with the attendees post-event?
 - How can our client give the attendees more input and more influence over their experience?
 - How can our client provide the attendees with exclusive access, information or other benefits?