



# What Makes the Best Youth Media Marketing Company the Best Youth Media Marketing Company?

*Some Characteristics That Make NAM a Leading Choice.....*

- ☀ First and foremost, NAM demonstrates integrity and honesty
- ☀ NAM provides a solid mission statement along with ethics standards and values
- ☀ NAM provides its clients simple and effective marketing tools that produce results w/o breaking the bank
- ☀ NAM provides outstanding customer support in a way that delivers individual attention to each and every client
- ☀ NAM understands a New Client's Goals
- ☀ NAM realizes Clients' Goals Change Over Time
- ☀ NAM Clients can always turn to the same person for answers to any question- A rarity with larger more impersonal companies
- ☀ NAM provides clients with products and services that makes it easy for clients to market, recruit, and sell to the target audience
- ☀ We tend to under promise and overachieve keeping the campaign real

## Why WORK With NAM?

7 REASONS

# 1



## **We are skilled Professionals. We're Qualified.**

We are passionate. Our approach is Always Professional. We are 120% committed to you – the client - and our team has diverse and extensive experience in a huge variety of youth media projects, dating back some 40 years to our Companies Founders father who pioneered College Cinema - Spring Break – Study Abroad and Ski & Travel Programs on College Campuses. The combination of our assorted skills, overall dedication and approachable nature is a recipe for your success.

2 



# We set the media pace. WE DELIVER.

NAM offers Print Media-Online Marketing-Event Marketing-Recruitment, etc....

## Teens & Tween Advertising:

Book Covers/Bookmarks/Locker Calendars/Lunch Bags/Classroom Posters/General Area Posters/Newspapers/Email

## College Advertising:

College Newspapers/Posting/Promotional Events/Direct Mail/Email/Product Sampling/Spring Break/Classified Ad Rax/DoorHangers/3D Totem Displays/Tabling/Intercept

3



# We know the US College & K-12 Markets in and out. Experience Counts.

Over 10 years of satisfied customers and growing – 1800+ College Campuses Represented – 100,000+ K-12 Schools –



CIRQUE DU SOLEIL



The World's Largest Language School



Harvard University



MARINES THE FEW. THE PROUD.

# 4

**We are small and dynamic - Offering Simple Service Options w/ NO CONFUSION - FLEXIBILITY**



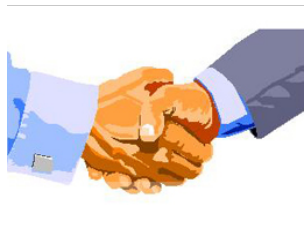
**PRICE MATTERS!!!**



Most large companies suffer from institutionalized idleness, excessive bureaucracy and unnecessary, excessive overhead. **We take pride in being small.** We lend ourselves to adapt rapidly, working with our clients on a personal basis to meet your business goals and media requirements. NAM passes on our lower overhead and cost-effectiveness to you in the form of reduced advertising rates not to mention our unheard of Price Match & Beat Guarantee.

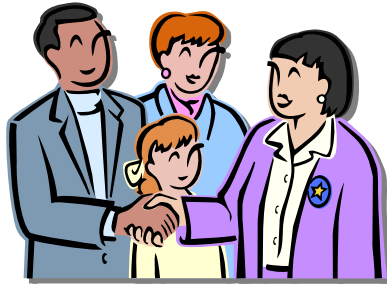
# 5

**We co-operate closely with our clients. HANDS ON APPROACH - Owner/Operated**



As a small company, we are close to our customers. Feel Free to call our President with any questions day or night. Try and get the personal mobile number of some of the larger companies Presidents. Our communications with clients don't have to follow stringent protocol or policy. We actively encourage everyone involved in our projects to provide their ideas, comments and criticisms as openly and honestly as possible. NAM provides extensive, personalized support for all our clients, large and small alike.

6

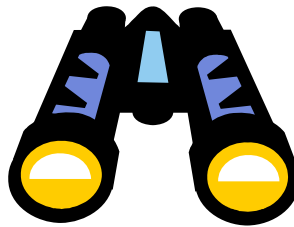


## **We are Diverse in nature. We're Keen.**

We believe that in today's age, diversity translates into KEY ADVANTAGES. NAM works and employs people from a variety of backgrounds which all lead to some real terrific marketing campaigns.

7

## **We are focused.**



We know our strengths and focus upon them. We see many of our competitors trying in vain to offer everything under the moon to every customer and in return losing sight of lines 1-6.

We are **MMIB** (Marketing Men In Black)

-The Goto Guys-



“Why use the big gun when the little gun is far more powerful?”

Experience The NAM YOUTH MEDIA  
Difference!!

"In Search Of Marketing Excellence In Everything We Do"

Mission Statement:

As a Successful Marketing Company, NAM offers an empowered organization, focused on realistic goals, with impassioned leadership. Nam offers vision, consensus, and a sense of purpose!

## Mission Statement

The mission of NewAge Marketing, Inc. is to provide the highest quality college and youth marketing services. Each member of the company will constantly strive to exceed client expectations in all instances, by stressing timely, personalized service utilizing the latest in technological innovations.

We will accomplish our mission by taking a proactive approach to all engagements, with an emphasis on planning, communication and feed back, both within our company, representatives and clients, referral sources, and strategic partners.

## Vision Statement

The vision of NewAge Marketing, Inc. is to be the premier, Providence, RI-based, national college and youth media marketing company.

### Core Values-

- \*Entrepreneurial- (Culture)
  - \*Team Player
  - \*Dynamic
  - \*Positive Attitude
  - \*Creative
- \*Motivated For Personal & Company Success
  - \*Measured Risk
  - \*Adaptable
  - \*Proactive
  - \*Integrity
- \*Profitable - (Financial)
  - \*Integrity Clients
  - \*Respect
  - \*Honest
- \*Positive Force For The Company-Future Potential
  - \*Trustworthy
- \*High Potential for Success in Their Business
  - \*Loyal
  - \*Integrity
  - \*Caring