

# ***CROSS-MEDIA FROM THE AGENCY PERSPECTIVE***

How agencies will evolve in the future and what are implications to our businesses and the production supply chain...

***Moderated by:***

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***Panelists:***

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# **Combine Platforms into One Department**

**Print: Direct Mail, Ads, Collateral, OOH**

**Interactive: Websites/Banners, PDA's & Phones**

**Broadcast: Radio & TV**

# Implementation of Cross-Training

## Obstacles:

- \*\*Territorialism/ownership**
- \*\*Getting Photographers on board – DISC Group**

## Advantages:

- \*\*Proper exchange of media requirements**

# Execution within College Curriculum

**Accrediting Collegiate Curriculums**

**Print only mindset is no longer viable**

**Graduates are well prepared for the evolution of  
Cross-Media**

# WHO WE ARE

INTRODUCTION VIDEO



# COMMERCE VIDEO

## Video Capture

not just online video. **COMMERCE VIDEO.**

Affordable? **YES**

Video for the price of photography.

Cost Savings? **YES**

\*Patent Pending

## Post Production

Leave the rest to us, for less than the cost of another shot we'll have your video edited, cleaned, color correct and delivered.

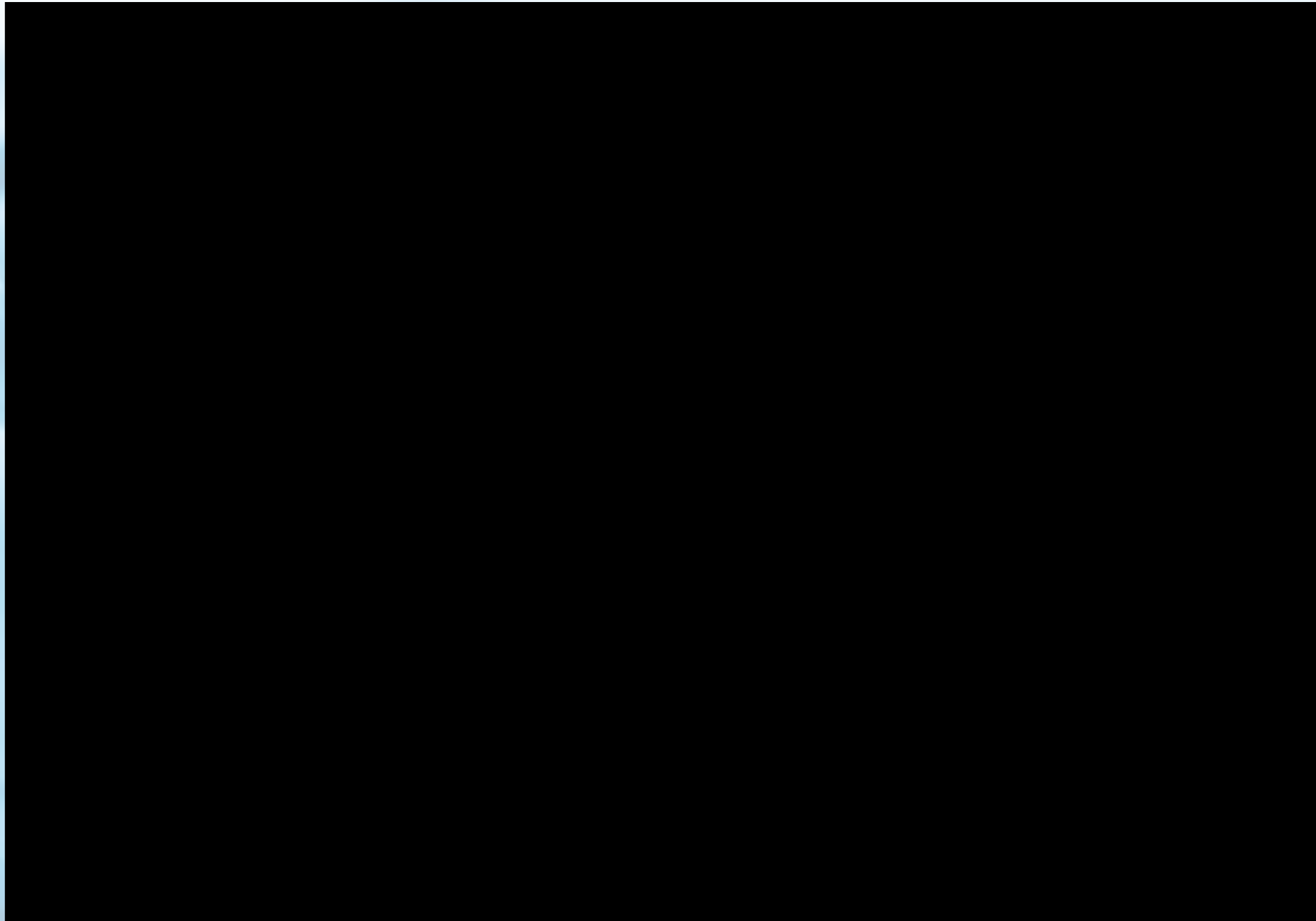
## BUSINESS BENEFIT

-10% returns & + 30% conversion

\* SOURCE: ADOBE SCENE 7



# ***MOBILE APPLICATIONS***





***Discussion preamble...***

***Publishers must adapt or face irrelevancy***

***Agencies are agents for the clients' brands***

***Production is only a part of the solution***

***Upfront orientation must unify the approach***

# ***Discussion***