

blueprint™

COMMUNICATIONS, INC.

Blueprint Communications, Inc. is a consulting firm with the mission of helping our clients optimize their brand communications resources through comprehensive and proprietary processes, or "blueprints," we execute jointly. Core competencies within our practice include:

- ✦ **Agency Review and Selection Consulting**
- ✦ **Agency Compensation and Contract Consulting**
- ✦ **Agency Performance Assessment**
- ✦ **Media Performance Assessment**
- ✦ **Advertising Campaign Effectiveness Measurement**
- ✦ **Advertising Planning and Forecasting of Campaign Impact**
- ✦ **Client Marketing Communications Organization and Practices**
- ✦ **Benchmarking for Best Practices in Marketing Communications Mgt.**

Blueprint Communications consulting engagements have involved over \$3 Billion in advertising and related marketing communications expenditures for clients like Bell Atlantic, Benevolink, Dairy Management Inc., GlaxoSmithKline, ING Americas, Interland, Milk Processor Education Program, Stanley Steemer, United States Postal Service, Verizon, and The Walt Disney Company.

Dwight Shelton and Nik Mainthia bring highly complementary marketing communications credentials and expertise to our clients' businesses. Below are bio excerpts.

Nik Mainthia is an experienced media consultant who specializes in the oversight and evaluation of national and market-by-market media programs. This includes in-depth media audits as well as advising clients on the selection and compensation of Media AORs. His background includes extensive agency experience developing, implementing, and evaluating media programs for such clients as Cingular Wireless, ING Financial Services, Delta Airlines, AFLAC Insurance, and Georgia Pacific.

- ✦ Executive Vice President and Media Director for OMD Atlanta
- ✦ Executive Vice President and Media Director for Fitzgerald Advertising
- ✦ Vice President Planning Director for BBDO South
- ✦ International Media Director for BBDO Worldwide

Dwight Shelton is a brand communications consultant who specializes in development of brand positioning strategies, measurement of advertising effectiveness, and agency selection and compensation. His marketing communications background includes consulting, advertising agency and client-side experience.

- ✦ Vice President of Marketing for BellSouth
- ✦ Senior Vice President for McCann-Erickson Worldwide

- ✦ Executive Vice President Long John Silvers, Inc.
- ✦ Director of National Advertising for Burger King Corporation