

HOW CAN WE HELP YOU?



AGENCY CREDENTIALS

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The partners of MCD Advertising & Design are delighted to have the opportunity to offer you our credentials. We bring you an in-depth background in all media with considerable recent experience in travel as well as a wide range of industries.

Who You're Dealing With

MCD Advertising & Design (Maron, Conn, Davis) was created by Mary Maron, David Davis and Shelley Conn, all from global-sized agencies. MCD has been in business for over 14 years.

Our business is small, personal and geared entirely toward creating advertising, marketing programs and public relations that make our clients successful. Our size allows us to work one-on-one with our clients and offer the benefits of quick turn-around, flexible solutions and total involvement. Functioning in many cases almost as our clients' in-house agency, we value the relationships that make us valuable marketing partners. We're proud that we've helped our clients grow their businesses and become even more successful.



GREETINGS FROM MCD





What MCD Offers You

- A Wealth of Marketing Experience.
- Branding & Strategic Development.
- Creative Development in All Media.

- Social Media.
- Internet Banners/E-blasts
- Website Design & Updates.
- SEO & Maintenance of Websites.
- Print/Outdoor.

- Radio/TV - Creative & Media Planning.
- Direct Mail.
- Public Relations.
- Promotion Planning & Implementation.
- Competitive & Flexible Fees.



AGENCY BACKGROUND AND PARTNER EXPERIENCE

Background: In a very competitive category, Hong Kong must continually compete for increased visitor arrivals from the Americas as well as increased yield.

Objective: (*Consumers*) To create awareness and interest in travel to Hong Kong.
 (*Trade*) Create interest in selling Hong Kong and providing tools to facilitate the process.

Strategy: Present Hong Kong as a cultural kaleidoscope, a city of art, music, tradition, history...where East meets West with Chinese culture and British influence.

Results: In the nine consecutive years that MCD has managed the Partnership Program, it grew from 6 wholesale coop partners to a strong 17, to now over 60 wholesale working relationships. The development of these strong relationships has resulted in a highly efficient and effective advertising/marketing program.

By understanding the needs of HKTG, developing extensive knowledge of the destination and establishing personal relationships with the Hong Kong trade partners, MCD has become an integral part of the HKTG family. We now handle the Vacation Packages section of DiscoverHongKong.com/usa as well as a variety of creative for print and online advertising/marketing.



Various online animated banners

Eblasts for different packages



HONG KONG TOURISM BOARD

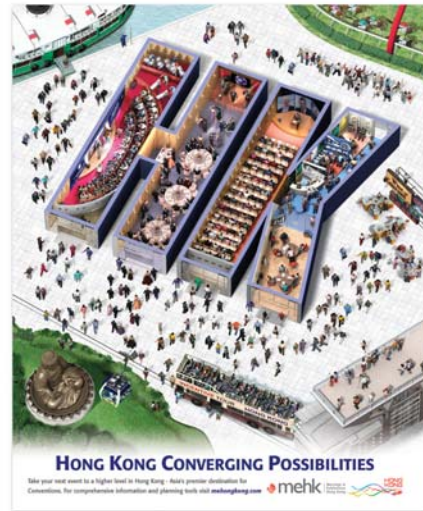
For MEHK (Meetings & Exhibitions Hong Kong), MCD developed multi-media campaigns to grow awareness of Hong Kong as a convention capital of Asia and to leverage on the importance of Hong Kong as a gateway to Asia on the global stage.

The Association Campaign component targeted high-level Association Executives/Destination Decision Makers with print ads that merged branding and advertorials in Associations Now, the journal of the American Society of Executives, supported by related emails.

The Incentive Familiarization campaign component served to motivate those who book and sell conventions to attend a multi-day event in Hong Kong that sold them on the city and facilities. Using email invitations that drove interest to microsite landing page, potential attendees filled an in-depth questionnaire that provided MEHK with invaluable research information.

While confidentiality agreements prevent us from discussing quantitative results, we can convey that we met and exceeded MEHK's benchmarks for success.

MEHK Familiarization Incentive Evite



MEETINGS & EXHIBITIONS HONG KONG

MCD works closely with VisitBritain, part of the British Tourist Authority, to produce both marketing collateral pieces and assist with marketing projects.

As an example, MCD created a 4-page, insert spread targeted at upscale U.S. consumers interested in experiencing a luxury vacation in the British Isles. The spread appeared in "Virtuoso Magazine."

Another example of MCD's work with VisitBritain was our participation in designing parts of the National Tour Association's show brochure. Britain teamed with leading destinations to produce a collaborative brochure for the NTA show.

Visit London
 Visit London is the official voice of London tourism. We offer free, impartial advice to travel agents, tour operators, group organisers and group handlers throughout the world. With over 5,000 corporate partners, including major hotel chains, B&B accommodation, restaurants, visitor attractions and transport carriers, Visit London presents a complete range of products and services for your business in London.

Kate Foster
 Long Hill Marketing Ltd
 Visit London
 Email: kfooster@visitlondon.com
 www.visitlondon.com

Discover Travel & Tours
 Discover Travel & Tours is a leading supplier of quality tours & vacation packages in Britain for groups and individual travel. With over 30 years experience and a reputation for excellence, we offer a wide range of products and services.

VisitBritain and partners NTA 2009

Visit London, Kate Foster
 Visit Scotland, Lindsay Symington
 Visit Wales, Paul Chibba
 Visit Manchester, Emma White
 Heart of England, Robin Tufte
 England's Lake Country, Stephen Braughton
 England's North Coast, Sue Lovell
 The Big Bus Company, Anil Bhatnagar
 Discover Travel & Tours, Andrew Grove
 VisitNorth, Lisa Salford

VisitBritain

So perfect elegant charming extraordinary British

London Celebrates 800+ Incredible Events
 Discover the best of London's history and culture with a variety of events, including the London Marathon, the London Fashion Week, and the London Music Festival.

England - Town & Country
 Discover the beauty of the English countryside with its rolling hills, stone buildings, and traditional villages.

Scotland
 Discover the rugged beauty of Scotland with its dramatic landscapes, ancient castles, and whisky.

Wales
 Discover the natural beauty of Wales with its stunning coastline, rolling hills, and traditional Welsh culture.

VisitBritain.com

So London!

So luxurious...
 Discover the best of London's luxury hotels, restaurants, and shopping.

Three Days Of Pure Inspiration
 Discover the best of London's art, culture, and history with a variety of events and activities.

London Celebrates 800+ Incredible Events
 Discover the best of London's history and culture with a variety of events, including the London Marathon, the London Fashion Week, and the London Music Festival.

The Heart Of England

Only an hour from London, the Heart of England is located right in the centre of the UK, where you will discover what makes England so uniquely English. With destinations from Shakespeare's birthplace in Stratford to the Legends of Robin Hood in Nottingham. If your tour is looking for a unique and traditional English experience then we have itineraries and destinations that will appeal to you. Our travel trade consultant will help provide you with unique itinerary ideas and help you get behind the scenes of some of England's most iconic attractions. The Heart of England is the perfect base for your next group tour.

Robin Tufte
 US Travel Trade Consultant
 Heart of England
 Email: robin@heartofengland.com
 www.heartofengland.com



VISIT BRITAIN

HOW TO AVOID HAWAII'S 283 BEAUTIFUL BEACHES. (PART ONE)

How to avoid Hawaii's 283 beautiful beaches. Part one of a series.

Tree Service

Use it when you're stumped.

HOW TO AVOID HAWAII'S 283 BEAUTIFUL BEACHES. (PART TWO)

How to avoid Hawaii's 283 beautiful beaches. Part two of a series.

HEAT GETTING A LITTLE OUT OF HAND IN YOUR KITCHEN?

Heat getting a little out of hand in your kitchen? Edison offers solutions.

HotFoot

COMMUNICATION THAT STICKS WITH YOUR CLIENTS.

ONE SOURCE. ENDLESS SERVICES.

AAA Financial Services, one source, endless services.

LUCKY MEANS LOW PRICES

IT MOVES AT THE SPEED OF LIGHT.

Labels, it seems the number of people buying rugged reliable Mag-Lite® flashlights for use in their cars has been accelerating like crazy. For good reason, Mag-Lite® sales are being fueled with a multi-million dollar advertising campaign. And with the demand for quality becoming a major factor among consumers in automotive accessory purchases, there's no sign Mag-Lite® will be slowing down any time soon. Performance in the retail marketplace is just one part of the overall Mag-Lite® design. The other includes a precision-engineered combination of a corrosion-resistant body, patented self-cleaning switch, adjustable beam and high-grade rubber O-rings to seal out moisture.

IN CASE YOU HAVEN'T NOTICED, WALL STREET IS THREE THOUSAND MILES AWAY.

NO COMICS. NO SPORTS. NO BULL. 1-800-404-5225

Thanks for driving safely on my street.

Every day hundreds of kids cross the streets of our town. By driving carefully and remembering to stop at stop signs, you make those streets safer for everybody. The children and parents of Manhattan Beach thank you for supporting our campaign by driving safely.

Hoist your website for a buck a month.

1dollarhosting.com

LA FOODS

You can shop till you drop. Or until you get hungry.

LA-Foods.com

PROTECT YOUR VALUABLES.

1.877.SECURITY

MCD Advertising & Design references.

“The tourism industry demands strategic thinking, nimbleness and smart marketing in the face of fierce competition from destinations all over the world. MCD delivers on these and more for the Hong Kong Tourism Board, and has done so for 10 years.”

Anne Gomm, National Marketing Manager The Americas, Hong Kong Tourism Board

“MCD has been an invaluable marketing partner - always ready to do whatever it takes. Their knowledge and understanding of the travel industry makes them an excellent resource and we enjoy working with them.”

Lisa Sjolund, Partnership Development Manager, Travel Trade - Western & Central USA, Visit Britain

“The partners at MCD understand both the realities of retail and the importance of brand image. I enjoyed working with them to accomplish our goals.”

Kathryn Smits, Formerly Director, Beverly Hills Conference & Visitors Bureau

“MCD understands our marketplace and has helped us establish a distinctive brand identity. We enjoy working together and appreciate their responsiveness to our needs.”

Bill Moody, President, Lenders First Choice

“I’ve worked with the partners of MCD for years. I’ve seen their ideas result in sales increases over and over again. The launch of our new dealership has been the most successful in Mercedes-Benz history”

Ray Beshoff, President & Owner, Beshoff MotorCars San Jose

“They are quick on the uptake and demonstrate a real feeling of partnership. You will be happy to have them involved in your business”

Lane Barnett, Barnett Consulting Group, LLC - Formally Executive V. P. Marketing GMAC Home Services

AGENCY REFERENCES

