

# About Icon Media Direct, Inc.



## The Direct Response Media Specialists

### The ICON Difference

Icon Media Direct makes the difference in determining how effective your marketing campaign is. ACCOUNTABILITY is the KEY COMPONENT to SUCCESS or failure.

Media campaigns are organically grown and constantly change. It is necessary to evaluate the direction and movement of these campaigns as they evolve.

To ensure your account is getting the attention it deserves, our highly experienced staff will continually monitor your campaign closely, by following the process below:

#### RESEARCH

- Competitor, consumer, historical, demographic and geographic.

#### PLANNING

- National and market-by-market.

#### TESTING

- Low rates, sample ranges of target markets.

#### ANALYSIS

- Responses, orders, leads, profitability, and return on investment.
- Retail POS analytics and effective sale to ad ratios.

### Aggressive, Cutting-Edge and Precise.

Icon Media Direct takes Direct Response media to a whole new level. We've made a name for ourselves in the industry by combining old-fashioned, honest service with the latest technology and research.

### We Understand the Goals for Each of Our Clients.

Whether it be maximizing Direct Response profits or branding, Icon Media Direct is renowned for having the skills and tools necessary to make our clients successful.

### Strict Account Management.

Discipline is a key when planning and analyzing media campaigns. This is why our Account Executives are trained experts to manage your advertising campaign and grow your business.

### East Coast and West Coast Offices.

Our media professionals are always available to provide prompt and efficient service.

*Icon Media Direct's sole purpose is to cultivate our clients' growth and success through innovative, creative and accountable media solutions. We provide unique strategies, knowledge and expertise.*

***Our clients' success is our passion.***

# The Force Behind Icon Media Direct, Inc.

## Experience You Can Count On

With over **25** years of experience in Direct Marketing, Nancy has helped develop and mold the industry as we know it today.



Nancy Lazkani, President & CEO

Our story began in 2000 when Nancy Lazkani, already a Direct Response industry veteran, decided to achieve her goal of sole ownership of an agency. Lazkani, then president of an agency she had co-founded three years earlier, decided she needed to focus on the principles most integral to her personal and business philosophy. Thus, Icon Media Direct was founded on five core values: **Passion. Integrity. Experience. Loyalty. Accountability.**

With the momentum of Lazkani's career and the added impetus of these values, our success as a company was apparent from the very first year. One of our first clients, Orange Glo International, was a small, family-owned and operated company. Icon Media Direct was the brand's ground-floor agency. The brand that now encompasses OxiClean, Kaboom and a score of other housewares giants has become a staple in the Direct Response Television and retail sectors. This is how Icon Media Direct began what soon became its distinguishing capability: Discovering innovative products, using direct response advertising to create a large-scale volume of sales and leveraging other media to build these products into nationally recognized retail brands. As a recognized leader in Direct Response television, Icon Media Direct also began to integrate other media into its services. The company added Hispanic and Canadian media buying to the mix and established a full-service Print Division for creative and media placement services.

Staffed by a hand-picked army of industry experts, Icon Media Direct is one of the fastest growing agencies of its kind. Today, the company bills 800 percent of its first year annual billings and has a client list that includes All Star Marketing, Church & Dwight, Guthy-Renker, TeleBrands, Ontel and Shell Oil.

# Services at Icon Media Direct, Inc.

## One Stop Shop to Your Success!

Icon Media Direct specializes in Direct Response media planning and media buying for short-form TV, long-form TV, Hispanic, Canadian, regional and national print publications. Our campaign management includes media research, ROI analysis/optimization, brand and DR blending, Unique Selling Proposition (USP), offer development, share of voice analysis, commercial, ad trafficking and custom reporting.

### Media



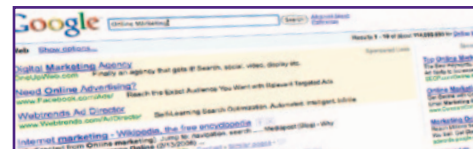
#### MEDIA PLANNING

- TV
- Print
- Hispanic



#### MEDIA BUYING

- Direct Response TV (:10 sec to 5 min)
- Direct Response Infomercials (28:30)
- Print (Regional and National Publications)
- Hispanic (Local/National TV and Print)
- Canadian (TV & Print)



#### ONLINE MEDIA

- Facilitate Online CPA acquisition
- Online Revenue Tracking & Analysis

### Campaign Management



- Media Research
- Share of Voice Analysis (competitive)
- ROI Analysis/Optimization
- Brand and Direct Response Blending
- Qualitative/Quantitative Research (consumer)
- Commercial and Ad Trafficking
- Unique Selling Proposition (USP) and Offer Development

### Customized Reporting



- Competitive/Marketplace Reporting
- Consumer Demographic Reporting
- Data Summarization and Downloading
- In Depth Offer & Creative Analysis
- Customized Programming
- Focus Groups

### Network of Partner Relations



- TV Creative and Production Companies
- Online Transaction Companies
- Fulfillment and Distribution Companies
- Commercial Duplication Houses
- Call Centers/Telemarketing

# Contact

## Icon Media Direct, Inc.

### How to Contact Us

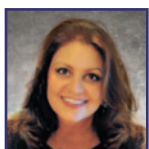


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