



>MEDIA KIT

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PRODUCTS, SERVICES, PRICES & BRANDS

(BUZZ PROMOTIONAL SOLUTIONS: STAFFING, CREATIVE & SEGMENT-SPECIFIC STRATEGY)

>ONLINE - 1-TO-1 CONVERSATIONAL [VIRAL] MARKETING:

(CHAT ROOMS, MESSAGE BOARDS, INSTANT MESSENGER, PEER 2 PEER)

Agency Rate = \$25 / Hour / Certified Marketing Associate (MA).

Client Rate = \$30 / Hour / MA.

Minimum Order: \$25,000

Each MA engages 420 Consumers per hour. \$0.02 per message delivered.

>ONLINE - CREATIVE MARKETING TECHNOLOGIES:

(MEDIA PLAYER SKINS, FLASH GAMES, MICROSITES & MORE)

Client Cost Ranges = \$9,000 - \$48,000.

Agency Cost Ranges = \$5,000 - \$39,000.

>OFFLINE - STREET TEAM 1-1 HAND-DISTRIBUTION AND PLACEMENT OF COLLATERALS:

(POSTCARDS, SAMPLES, STICKERS, FLYERS, POSTERS)

Client Rate = \$16.25 / Hour / Street Distributor [SD], or \$65 CPM Rate (\$0.065 per piece distributed)

Minimum Order = 250,000 pieces / 250 per hour = 1,000 hours X \$16.25 = \$16,250

Agency Rate = \$15 / Hour / SD, or a \$60 CPM Rate (\$0.06 per piece distributed).

Minimum Order = 250,000 pieces / 250 per hour = 1,000 hours X \$15 = \$15,000

>OFFLINE - GUERILLA STREET THEATER MARKETING:

(STUNTS, SKETCHES, STREET PERFORMANCES)

Client Rate = \$40 / Hour / Actor, Model, Fire-juggler or Senior Campaign Director.

Agency Rate = \$35 / Hour / Actor, Model, Fire-juggler or Senior Campaign Director.

Minimum Order = \$25,000

>STRATEGIC SEGMENT-SPECIFIC BUZZ MARKETING IDEATION AND CONSULTING:

(CULTURAL ANTHROPOLOGY UNDERSTANDING OF SEGMENTS)

Client Rates = \$3,000 per day, or \$300 per Hour with 6 hour minimum.

Agency Rates = \$2,000 per day, or \$200 per Hour with a 6 hour minimum.

>BRANDS

SONY ELECTRONICS
GENERAL MILLS
PILLSBURY
ISUZU
MICROSOFT
YAHOO!
RED BULL
SNAPPLE
JIM BEAM
HYATT
UPN
DIESEL
DIET COKE
OVERSEAS FILM GROUP
FIRSTREAM
FIRST LOOK PICTURES & MORE.



>SALES CONTACT: Michael Leifer, President & CEO, michael@guerillapr.com - cell: 213.479.3300

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SOME CASE STUDIES



>CASE 1 - *CHOPPER* – FIRST LOOK PICTURES

Marketing Objectives: To design, develop and implement a cutting-edge website for the *Chopper* Movie for First Look Pictures. To drive traffic to the website under a very short timeline.

Results: Worked with the firm aleneur to launch a fully interactive and dynamic site containing ten different film clips embedded in Flash. Drove over 100,000 unique visitors to the website, under budget, in less than two months.

>CASE 2 - WORLD FESTIVAL OF SACRED OF MUSIC

Marketing Objectives: To use a combined online viral marketing and advertorial placement campaign to raise awareness and sell tickets offline and on-line to this Dalai Lama-endorsed Los Angeles Music Festival within a short time line. Three weeks prior to the event, the Festival had only sold 30% of the tickets to performances taking place at 85 different venues, featuring over 150 performers. guerillaPR was brought in to strategize and implement an Integrated On-line Marketing Campaign.

Results: All of the events were successfully sold out.

>CASE 3 - DENIM ART

Marketing Objectives: To publicize *Denim Art* - a star-studded live webcast / fashion show / art exhibit / DJ spin off / and auction. Produced by C3Live, Microsoft, and shown on Yahoo!

Results: Sold out! The police had to close off the streets. Slammed Yahoo!'s server with weekend-high numbers of visitors. Sole method of publicity was guerillaPR. Acquired the following Sponsors: Adriana Goldschmeid (Founder of Replay, Diesel, Gap 1969 Jeans), DuPont Registry, Heineken, and Red Bull with proceeds going to Gen Art. Integrated celebrity DJs, MTV hosts, and an 11 person, 7 camera film crew, as well as a 16 person group of artists called Warp & Weft, who sculpted, painted and built interactive media on denim. An online gallery was built for each artist through IncredibleArt.com. The live event took place at Miahous where "Vogue", "Vanity Fair" and "Teen" Magazines do their photo shoots.

>CASE 4 - SONY WALKMAN

Marketing Objectives: To increase website traffic to the Sony Walkman site, and to re-attach Sony to the Walkman brand, especially the Mini-Disc Player.

Result: Drove more website traffic to the Sony site than in the history of all of Sony Electronics' other sites combined. Raised awareness of the Sony Walkman Mini-Disc Player product and helped in the overall marketing effort to exponentially increase sales over the previous year.

>ADDITIONAL OFFLINE / ONLINE CASE STUDIES AVAILABLE UPON REQUEST.



SENIOR MANAGEMENT BIOS

>MICHAEL LEIFER - PRESIDENT, CEO & ANTHROPOLOGIST

Michael began observing and understanding social movements trends as the lead singer of a punk performance troupe called *What's It Like* at age 13, performing at 16 different, culturally diverse L.A. High Schools, delivering socially relevant lyrics over a glorious din of pulsating guitars and drums. Not wanting to become stale and passé, Michael moved onto more important passions – girls and skating.

In a more traditional sense, Michael has worked successfully in the research, publishing, production, healthcare, technology and marketing fields. He graduated **UCLA 1989 with Honors** as an **Anthropologist**, after **Co-Founding** the **UCLA World Arts & Cultures Major (WAC)** and functioning as **President** of the **UCLA Honor's College**. His multi-media Thesis Paper produced within WAC was entitled: ***Palm Trees, Beer & Bohemia: The L.A. Punk Movement from 1977-1982*** and analyzed the social movement in context to a myriad of other movements throughout history and was warmly received and was on exhibit in the Department for 2 years.

Upon leaving college, he became the VP of Marketing for ***The Brentwood Bla Bla & In Beverly Hills Magazines***, where he studied affluent trends, created successful segment-specific guerilla marketing campaigns, and created a community-based content and distribution network that empowered wealthy housewives in Brentwood and Beverly Hills. His guerilla street theater techniques, international calendar of segment-specific events and V.I.P. Distribution Channels increased advertising over 500% and subscription over 300% in the first year – all by providing these readers a platform to celebritize themselves.

After publishing, Michael promoted a successful club called ***The Word***, and produced live chat shows for ixl's clients including: **Excite, Yahoo!, Real Hollywood, The Globe** and **WebMD**. At ixl, Michael also got his start with viral marketing methods where he was worked on the ***Blair Witch Project*** online publicity that used **Harry Knowles'** website and live syndicated chat ***Ain't It Cool News*** as a centerpiece to publicize the movie.

When Michael's Aunt Rory passed on from Cancer, he Co-Founded and became the Executive Director of **Cancer411.org**, a Non-Profit Foundation dedicated to helping cancer patients and their families to get the information that they need. He forged numerous partnership deals with **Oncology.com, Healthology.com, ichat.com**, and **Yahoo!**, as well as obtaining **Erin Brockovitch** as the National Spokesperson. In 2000, Michael founded **C3Live**, a webevent production & syndication company collaborating with **Yahoo!** and **Microsoft** working with **MTV** film crews.

Most recently, Michael has been the **President & CEO** of **guerillaPR, Inc.** www.guerillapr.com providing successful Ideation and Communication Strategy, as well as proven Campaign Execution when requested. At guerillaPR, he has worked with the following brands: **Sony Electronics, General Mills, Pillsbury, Isuzu, Coca-Cola, Snapple, Rocketcash, Overseas Film Group, Jim Beam Worldwide, Heineken, First Look Pictures, Red Bull, Microsoft, Yahoo!, Broadcast.com, Cancer411.org, Firststream, Neuvo-nuevo.com, Reward TV, and Designer Adriano Goldschmeid** and more.

>OZZIE SALCEDO – V.P. SNIPER LIFESTYLE MARKETING DIVISION

Ozzie brings 15 years of experience in balls to the walls psychotic plastering of your product into the psyche and lips of the movers and shakers throughout the country.

Ozzie has done promotion for clubs in NY, LA and Miami for 15 years including: **Twilo, GrooveJet, Life, Roxy, USA, Tunnel, and Palladium**. He has promoted numerous parties and clubs over the years including: the recent 2001 after party at **Lotus** for **Wayne Isham's** (VMA Video Director of the Year), as well as the after after-party at the Penthouse of the Hudson Hotel. His rolodex is deeper than the grand canyon. Ozzie's clientele consists of: Bookers and their models including the agencies of **Elite, Boss, IMG, Whilomena, Ford, and NY Models**.

Ozzie presently handles V.I.P. Magazine Distribution for: ***Black Book, City, Blue*** amongst others and previously handled V.I.P. Distribution for: **Hampton** and **Manhattan File**, both celebrity driven publications. V.I.P. distribution places the magazine into the hands of targeted taste-makers in the top markets. A tastemaker is the "A list" crowd of a particular market including: Celebrities, Models, Ad Executives, Designers, Artists, DJs, Restaurateurs, and more. The tactics of distribution are confidential.

Currently, Ozzie runs the **Sniper Division** of guerillaPR, Inc. which has provided lifestyle marketing (street theater and street team distribution) in various capacities for: **X-Box, Diesel, Snapple, Pony, Diet Coke (Golin/Harris) Isuzu, Hyatt Hotels, Blind Date** on UPN and many others.



SENIOR MANAGEMENT BIOS – (CONTINUED)

>PADDY TABER – V.P. OF ONLINE MARKETING

Paddy manages both the Account Managers for guerillaPR, Inc.'s Online Creative Content and Tools, and the Campaign Managers for the Online Relationship Marketing. He sets the tone for the viral campaigns that deliver individually tailored messages and dialogue to highly targeted segments.

Paddy graduated from California State University at Northridge with a degree in Latin American History and a Minor in Marketing. While still in college, he began his career in marketing as an Advertising Copywriter. Paddy has written for such clients as **American Suzuki Motor Corp.**, **Washington State Health Services (Tobacco Control)**, **B3 Energy Drink** and **Legoland California** to name a few.

As V.P. of Online Marketing, Paddy recruits, trains and certifies the online Marketing Associates with the Online Campaign Managers. Under his instruction and management, they learn how to use guerillaPR's Proprietary Technology that allows them to be in 2 Chat Rooms and 10 Instant Messenger sessions at the same moment in time, while also learning the 7 techniques of human engagement to maximize communication impact and conversation effectiveness. When certified each Marketing Associate can seamlessly blend into an assigned target market to engage them in conversations that result in increased traffic, awareness and branding.

>ADAM MCGINNESS - EXECUTIVE DIRECTOR CONNECTOR RECRUITMENT, CASTING & ETHNOGRAPHY

Adam specializes in observing, recruiting and influencing 13-22 year olds at colleges and high schools throughout the country. The marketing research benefit of Adam's network and constant attention in the field has allowed him to become one of the most formidable trend spotters in the country, being able to see the social movements, fashions and products that are youth driven on the fringe and know how to turn them into mass-marketed youth campaigns.

He is one of the primary casting agents for many major networks and shows including: **MTV** – (*The Blame Game*, *Kidnapped*, *Global Grooves*, *Showed In*, *The Sports Music Festival*, *Spring Break Dance Shows*); **USA Network** (*Friends or Lovers*), **Warner Bros.** (*Elimadate*), and **KCAL Channel 9** (*5th Wheel*). He also does recruitment for fashion shows working with many modeling agencies in Los Angeles and NY. The Demographic of these television shows is 11-22 year olds, with an average age of 13-19 year olds at both high schools and colleges across all races and both genders.

>MATT HELLER – IDEATION BUZZ MARKETING ASSISTANT DIRECTOR

Responsible for Brand Development and Trend Spotting for **Abercrombie & Fitch** during the companies most successful period of growth. Consulted for a number of dot .coms - a moment of silence please - targeting the 18-34 year old demographic. After A&F, Matt provided trendspotting, assessment and consulting for **EXPN's Extreme Sport Network**, as well as the Limited Corporation.

Soon thereafter, he walked into a 15 year old L.A. based college magazine called **28th Street**, and turned it into a media company servicing clients including: **Anheiser Bush**, **Red Bull** and **Levis**. He created unique brand development strategies utilizing print advertising, grassroots promotion, travel programs, clubs and more. Matt also was the Fashion and Lifestyle Editor for the publication.

Currently, Matt is creating and producing television and film projects while concurrently promoting events and doing publicity for clients including: Kettle One, Mercedes, Prada, Black Book Magazine, *Angeleno Magazine* and the Museum of Contemporary Art Los Angeles.

>NICK TERZICH – DIRECTOR OF ART AND PRODUCTION

Nick's cutting-edge design style has gained him quite a following of Designer's who are "In the Know" having been featured, interviewed and quoted in key design magazines including: **PDN Magazine**, **Create Magazine**, **SysTM**, **Digital Coast Daily**, **Karborn**, **Creative Behavior**, **Media Inspiration**, **Create Online**, **PDN/Pix Magazine**, **Cool Home Pages** and several others.

He has provided creative direction and production for numerous client campaigns including: **Coca-Cola**, **LATimes.com**, **Warner Brothers Online**, **HBO**, **Elektra Records**, **Capitol Records**, **AOL**, among others. He was the Lead Designer at **Scour.net** and the Creative Director for **Liquid Media** after being the Manager of Editorial Design for the 40-page **Pasadena Weekly Newspaper**.

Before arriving at guerillaPR, Nick was the Creative Director for **Popsmack** having helped to design multiple Private label offerings including www.blackanthology.com for **BMG** and **Dr. Drew**. Samples of some of his recent work are available for viewing at www.guerillapr.com/work.

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ONLINE 1-TO-1 CONVERSATIONAL [VIRAL] MARKETING & QUANTIFICATION:



CHAT ROOMS
MESSAGE BOARDS
INSTANT MESSENGER
BLOGS
PEER 2 PEER FILE SHARING NETWORKS
ADVERTORIAL WEBSITE PLACEMENT
COLUMN NEWSLETTER LINK AND ARTICLE PLACEMENT

Client Rate = \$30 / Hour / Certified Marketing Associate (MA).
Each MA engages 420 Consumers per hour. \$0.02 per message delivered.

Agency Rate = \$25 / Hour / MA.
Each MA engages 420 Consumers per hour. \$0.015 per message delivered.

[Optional] Reporting, Feedback and Suggestions = \$2,000 per campaign.

Strategy, Research & Management Fee = \$200 / Hr. / Executive X 10 Hrs. = \$2,000.

Minimum Order = \$25,000

>Impact: We significantly raise awareness and drive tidalwaves of demographic and psychographic-specific traffic to online locations. Each MA is trained and certified Online "Connector" versed in the 7 rules of human engagement. Each MA engages up to 420 targeted people per hour in 1-on-1 interactive conversations (Directly Engaged Consumer (DEC) Impressions) vs. passive CPM impressions.

>Quantification: guerillaPR sets up unique URL pointers for all campaigns so that all traffic and impact is completely quantifiable. Further, a new method of advertising (Engagement / Interactive Advertising) requires a new matrix. A Directly Engaged Consumer (DEC) Impression is much more impactful than a Standard Broadcast CPM because it is interactive communication. Reach: 2 Chat Rooms X 30 people per chat room = 60 people + 10 Instant Messenger Sessions = 70 people contacted every 10 minutes X 6 (10) minute intervals = 420 Directly Engaged Consumers (DEC) per hour. For example, if a Client spends \$50K for an online campaign staffing / \$30 per Hour per MA = 1,667 hours of online marketing X 420 DEC per hour = 700,140 DEC X 5 times pass along rate as is standard in the print industry = 3.5 Million. \$50K / 3.5 Million DEC = \$0.02 (2¢) per DEC.

>ROI: DEC Cost = \$0.02 (2¢) per consumer vs. \$0.34 direct mail cost + design + printing.

>MA Process: MAs do NOT merely provide web-address (link) postings. MAs are trained social chameleons who engage, converse and develop relationships. Some MAs have 3,000+ Instant Messenger Buddy List Names. guerillaPR's MAs become your marketing advocates and are schooled in both small group and 1-to-1 communication techniques. They can sway and influence conversation in a chat room, the way a trained actor can take over a room. They know how to navigate consumers from chat rooms into 1-to-1 Instant Messenger dialogues. Once MAs receive approved Client contextual messages, they place those messages in their own language, slang, idioms and nomenclature for the highest level of absorption within their sub-segment.

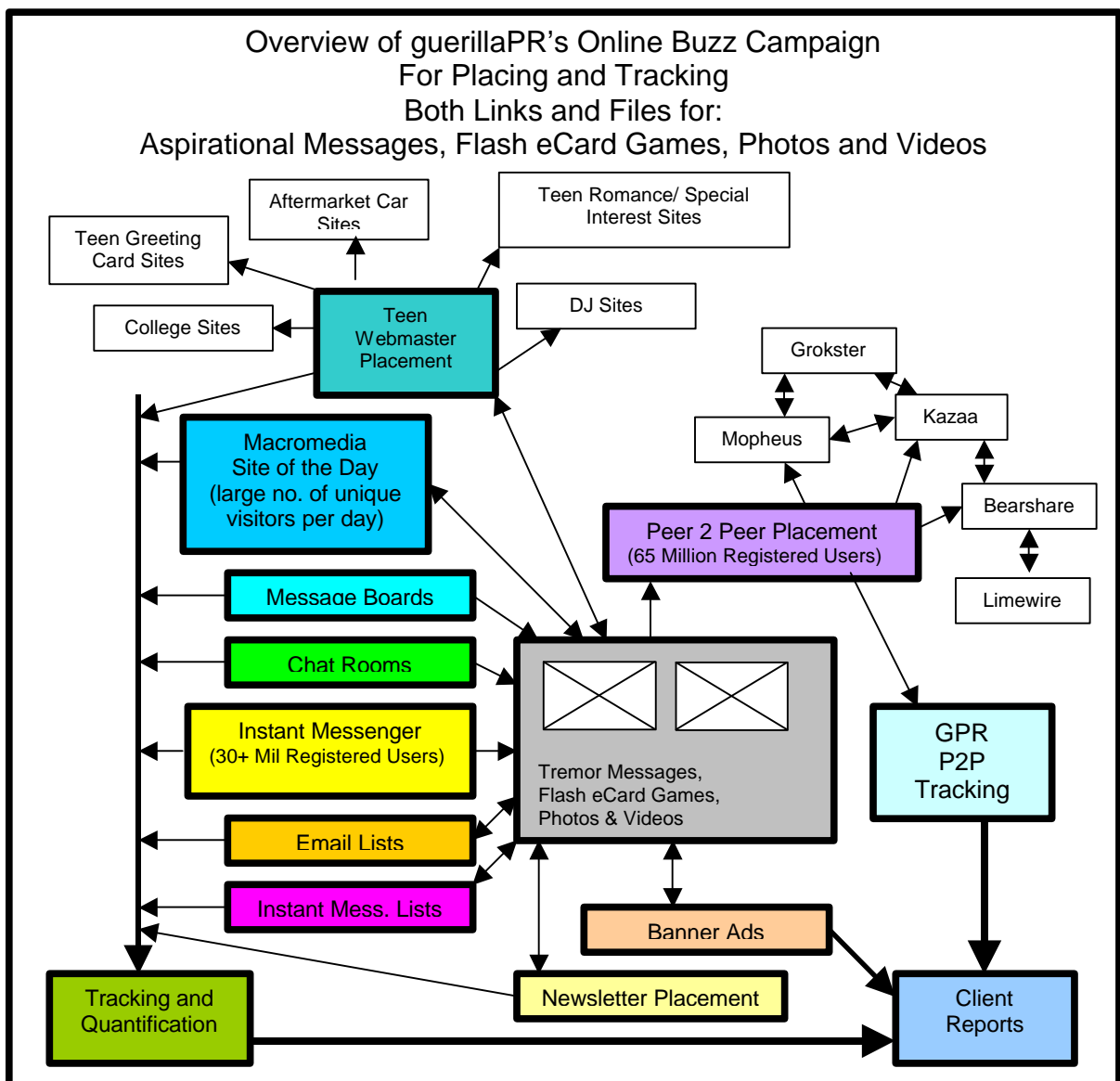
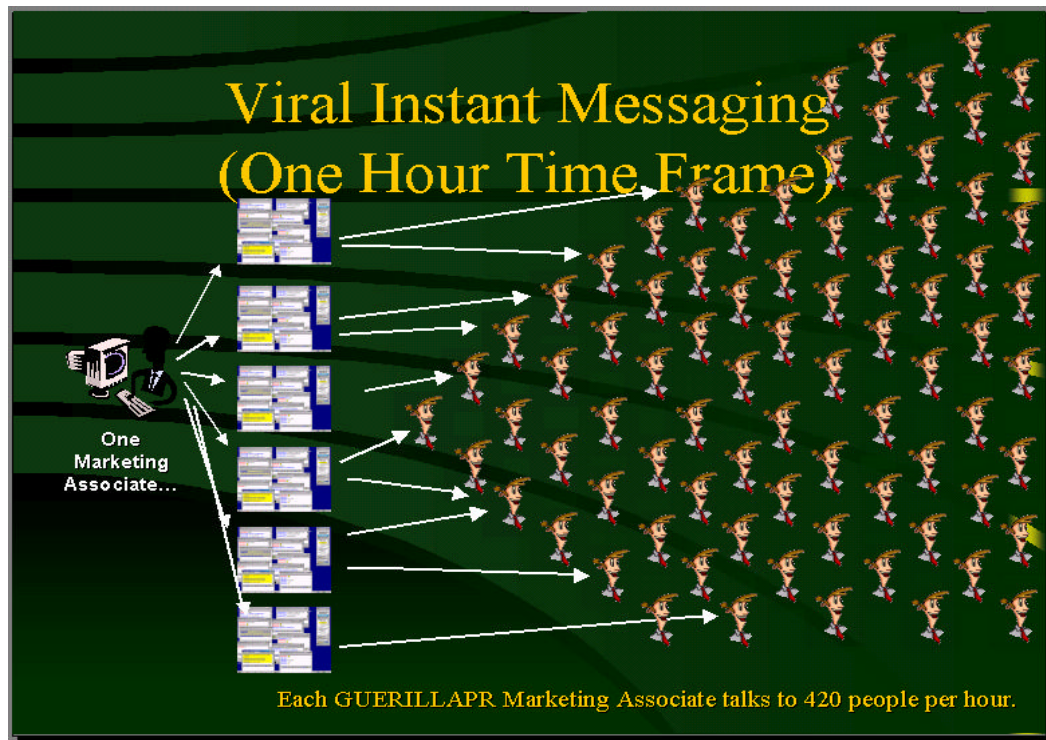
>Client Process: Executive finds out campaign objectives and target demo from Client; Client signs purchase order; Executive and guerillaPR team create contextual online messages for Client; Client approves messages; messages are given to Senior Online Marketing Director who distributes, trains and supervises MAs in the Message Engagement Process; Reports are produced and provided to Client by Executive.

>Sample Integrative [Advertorial] Channel Process - Message Boards to Print: Once there is enough buzz online about a Client's products & services on Message Boards, we query our deep network of Online and Print Newsletter Editors and Column Writers. We suggest that it might be worthwhile to write an article or feature a link about the Client's website, since so many people are talking about it. Some Newsletters and Articles go out to 100,000+ consumers.

>Quality Control: All messages are approved by Client prior to engagement. All MAs work on location at guerillaPR's headquarters under the supervision of guerillaPR's Senior Online Marketing Director.

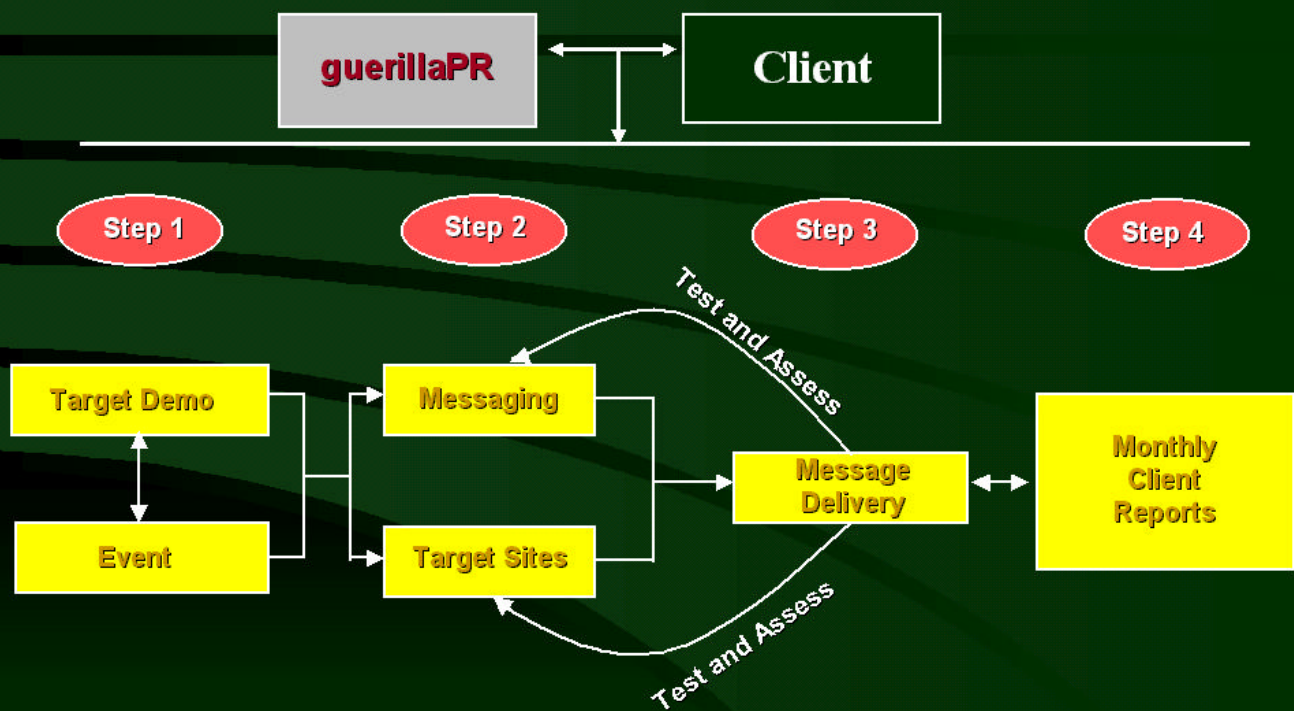
>Targeting: Campaigns can be Targeted: Geographically, Psychographically, Demographically and by Lifestyle Interest.







ONLINE CAMPAIGN PROCESS



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ONLINE CLIENT CAMPAIGN PROCESS AND SAMPLE MARKETING ASSOCIATE SCREENSHOT AND ACTIVITY LOG



Microsoft Excel - justine's log 11-06-02 butterfly					
File Edit View Insert Format Tools Data Window Help					
F2					
	A	B	C	D	E
1		Name: Justine S. Bae	ACTIVITY REPORT		Date: 11-06-02
2		Shift: 12:30PM-6:30PM			
3					
4	Time	Website	Message/ Discussion Boards	Chat Rooms	Instant Messenger (IM)
5	12:30PM				Logged On and Signed In
6	12:45PM	www.yahoo.com www.msn.com		The University Years 20s	IM'd 10 on URL
7	1:00PM	www.yahoo.com www.msn.com		The University Years 20s	IM'd 10 on URL
8	1:15PM	www.yahoo.com www.msn.com		The University Years 20s	IM'd 10 on URL
9	1:30PM	www.aol.com		P. Diddy Top TV	IM'd 10 on URL
10	1:45PM	www.aol.com		P. Diddy Friends	IM'd 10 on URL
11	2:00PM	www.aol.com		International Chat	IM'd 10 on URL
	2:15PM	www.aol.com		International Chat Eminem	IM'd 10 on URL

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ONLINE - CREATIVE TOOLS WITH VIRAL MARKETING FEATURES:



Client Cost Ranges = \$9,000 - \$48,000.
Agency Cost Ranges = \$5,000 - \$39,000.

>**Proprietary Creative:** guerillaPR, Inc. offers Fully-Branded [Microsites], [Communities], [Media Players], [Banner Ads], [eCards], [Games] and [Interactive Avatars]. All tools contain Front-end Creative and Comprehensive Backend Reporting with the following viral features: Send to Friend (via Email and Instant Messenger); Save to Desktop; Save to Favorites, Video Links, License Free Music, Sweepstakes and Radio Tie-in Links, etc.

>HTML PROMOTIONAL MICROSITES = \$8,000 - \$20,000

>FLASH PROMOTIONAL MICROSITES = \$10,000 - \$25,000

>CUSTOM MEDIA PLAYER SKINS = \$15,000 - \$18,000

(Includes Features of: Send to a Friend (Email and Instant Messenger), Save to Desktop, Save as Wallpaper and Save to Favorites.)

>HTML ECARDS = \$5,000 - \$10,000

(Includes Features of: Send to a Friend (Email and Instant Messenger), Save to Desktop, Save as Wallpaper and Save to Favorites.)

>FLASH ECOMMERCIALS AND ECARDS = \$15,000 - \$30,000

(Includes Features of: Send to a Friend (Email and Instant Messenger), Save to Desktop, Save to Favorites and Comprehensive Reporting.)

>FULLY-BRANDED FLASH MUSIC AND RADIO PLAYERS = \$15,000

(Includes Features of: 6 License Free Music Tracks, Send to a Friend (Email and Instant Messenger), Save to Desktop, Save to Favorites, and Comprehensive Reporting.)

>FLASH INTERACTIVE ECARD WITH MUSIC PLAYER = \$20,000 - \$35,000

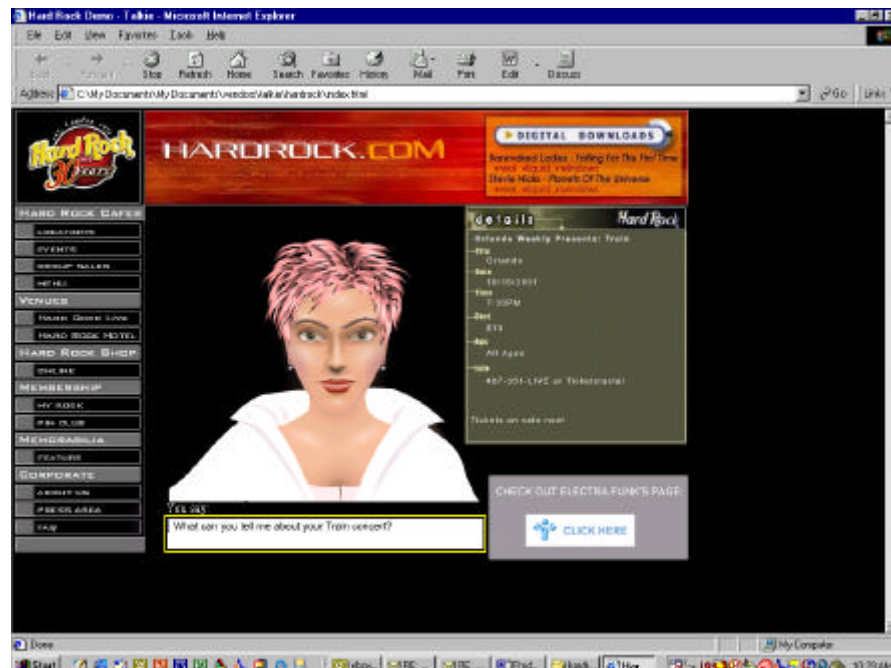
(Includes Features of: 6 License Free Music Tracks, Send to a Friend (Email and Instant Messenger), Save to Desktop, Save as Wallpaper, Save to Favorites, and Comprehensive Reporting.)

>FLASH GAMES = \$10,000 - \$40,000

(Includes Features of: License Free Music Tracks, Send to a Friend (Email and Instant Messenger), Save to Desktop, Save as Wallpaper, Save to Favorites, and Comprehensive Reporting.)

>DESKTOP AVATARS (E.G. AN ANIMATED ASK JEEVES) = \$12,000 - \$35,000

Tied into a Backend Database of A.I. Responses. Includes Features of: Send to a Friend (Email and Instant Messenger), Save to Desktop, Save to Favorites and Comprehensive Reporting.)



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OFFLINE - STREET TEAM 1-1 HAND-DISTRIBUTION OF COLLATERALS:



POSTCARDS
SAMPLES
STICKERS
FLYERS
POSTERS
CHALK GRAFFITI

Client Rate = \$16.25 / Hour / Street Distributor [SD], or \$65 CPM Rate (\$0.065 per piece distributed)
Minimum Order = 250,000 pieces / 250 per hour = 1,000 hours X \$16.25 = \$16,250

Agency Rate = \$15 / Hour / SD, or a \$60 CPM Rate (\$0.06 per piece distributed).
Minimum Order = 250,000 pieces / 250 per hour = 1,000 hours X \$15 = \$15,000

Distro Costs:
1 million pieces = \$65,000
500,000 pieces = \$32,500
250,000 pieces = \$16,250
Minimum order = 250,000 pieces

Creative Costs:
3 Creative Collateral Concepts = \$5,000

Printing Costs:
pre-printing production (4 color) = \$2,000
print management = Included
1 million printed and cut postcards = \$20,000
250,000 printed and cut pieces = \$10,000
500,000 printed and cut pieces = \$15,000

[Optional] Reporting, Feedback and Suggestions = \$2,000 per Order.

>Quality Control: Distributors are screened and profile-matched to look and feel of target demo and brand represented.

>Reporting: (Optional) Comprehensive Reporting, Feedback and Suggestions = \$2,000 per campaign and includes password protected Online Photo and Written Documentation.
<http://www.guerillapr.com/pb>

>Sample Connector Networks:

COLLEGIATE
FASHIONISTA
URBAN
XTREME
DINKS
YOUNG MOTHERS
AFFLUENTS



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SAMPLE CONNECTOR NETWORKS



The Management of guerillaPR have been club promoters, guerilla street theater marketers, musicians, parents, film producers, market research experts, professors, community developers, event promoters, casting agents and more. We have been successfully doing under the radar marketing for over 15+ years and have the relationships, anthropological understanding and technology to maximize the connections we have with Connectors and Key-Influencers in a broad range of Consumer Intercept Locations – online and offline.

>COLLEGIATE AND HIGH SCHOOL

(At over 900+ College and Universities)
Dorms & Suites RA Networks
Fraternities and Sororities Networks
High School & College Campus Clubs
High School & College Castings Networks
School Assemblies
After School Key Intercept Points

>FASHIONISTA – (Music & Entertainment)

Television Network
Rave Networks
Electronica Networks
House Party Networks
DJ Networks
Record Industry Networks
Club Promoter Networks
Modeling Agency Networks
Fashion Designer Networks

>XTREME SPORT

Skate Networks
Surf Networks
BMX Networks
Top Skate Pros

>URBAN

Latin Networks
Hip-hop and DJ Networks
Urban Professional Networks
Aftermaket Car Networks

>HEALTH

Yoga Instructor Networks
Personal Trainer Networks
Nutritionist Networks
Dietitian Networks

>ONLINE

Peer 2 Peer Networks – (65 million registered users)
Instant Messenger Buddy List Programs – (30+ million)
Message Board Development & Maintenance
EBAY Community Bidders and Auctioneers
1000s of Teen Online Networks
Private Label Offering Networks

>PARENTS

Parent Networks and Message Board Moderators
Nanny Networks
Home Schooling Networks
Mommy and Me Groups
AYSO Soccer Leagues
PTA Members



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info@guerillapr.comwww.guerillapr.com**OFFLINE - GUERILLA STREET THEATER MARKETING:**

(STUNTS, SKETCHES, STREET PERFORMANCES)

Client Rate = \$40 / Hour / Actor, Model, Fire-juggler or Senior Campaign Director.Agency Rate = \$35 / Hour / Actor, Model, Fire-juggler or Senior Campaign Director.Minimum Order = \$25,000

>What is guerillaPR's Guerilla Street Theater? Performances where you wouldn't expect them. Out of the ordinary mini-events that engage, awaken, shock, captivate, and create insane talk value. Think 1970s streaking at the academy awards. These surprise instances liven-up a consumer's boring dull-drum day, so that they are compelled to tell everyone at the office or in the classroom about what they just experiences. We stimulate and uplift consumers by playfully turning their taken-for-granted landscapes (offices, malls, intersections, airports, ballparks, tv shows) into fresh, unique, and unpredictable playgrounds. We turn the "Been there, done that" status-quo on its ear.

>Emotional Branding Impact: guerillaPR's Street Theater provides Clients an unparalleled Emotional Branding opportunity. With 5000 ads barraging a person per week, nothing works better than guerillaPR's Street Theater to emotionally connect your brand with consumers in a fresh, innovative and memorable way. Nothing engages and creates more corporate water-cooler talk and barber shop chatter than Street Theater?

>Guerilla Theater Samples: Cheerleaders and Marching Bands performing at busy street intersections during rush hour giving out shaving cream; or B Models Dressed as Bellhops helping people across the street and giving them a piece of chocolate all in the name of service and Hyatt, or being offered to test drive a new Volvo by a hot looking model 2 blocks from work, and then having your picture taken with her or him, so you can email it to all your friends.

>Creative and Execution Process includes:

- (1) Determining Client's Promotional Objectives;
- (2) Script Concepting and Creation;
- (3) Production Design, Development, and Costs (e.g. Costumes, Props and Van Rental);
- (4) Research and Mapping out of Target Intercept Consumer Locations for highest density and impact;
- (5) Casting of appropriate Staff members to Match the Client's campaign initiatives and target demo - (Staff members are hired based on their profile, look and abilities);
- (6) Training and Rehearsing Cast;
- (7) Pick-up and Delivery of Costumes and Sample Material to Team Directors;
- (8) Coordinating Cast Choreography - Delivering to and Picking up from Target Locations;
- (9) Coordination with Affiliate News Stations; and
- (10) Reporting including photo and written documentation for client.

>Casting Quality Control: Actors, Models and Other Performers (e.g. Fire-jugglers) are screened and profile-matched to look and feel of target demo and brand represented.

>Reporting: (Optional) Comprehensive Reporting, Feedback and Suggestions = \$2,000 per campaign and includes password protected Online Photo and Written Documentation.

