

Media&Marketing

Communications & Marketing Strategies for the Professional Audio, Video, Broadcast & Multimedia Industries

Do you have a fully developed marketing strategy for your current and planned products or services?

Media&Marketing provides customized market research, communications strategies, publicity and advertising campaigns for equipment manufacturers and production facilities.



Our primary focus: **"Information is Power"** — securing vital marketing intelligence for our clients, but also capable of disseminating positive messages about their various business activities.

From initial concept to obsolescence, you need a clear, focused marketing strategy to secure sales, profitability and a defined return on your investment.

Chances are that your company's sales and marketing departments are handling day-to-day customers inquiries and securing new orders.

But are you fully utilizing the other communications, publicity and PR opportunities that can also compliment your inside efforts?

What about coverage within the news and editorial pages of the leading audio, video, broadcast and multimedia trade magazines?

Is your ad agency securing the best impact from your advertising dollars, in terms of supplementing your headlines and sales messages with strong editorial support?

And do you receive good editorial coverage during the various trade shows at which your firm exhibits?

We can provide:



Advertising Copywriting/Design

To create appealing, coherent images and sales messages that promote your products and services to a variety of professional users around the world.



Direct Response Marketing

To place a custom-designed, highly-targeted message directly into the hands of your existing and prospective customers, utilizing cost-effective direct-mail and business-to-business techniques.



Focus Groups

To identify the strengths and weaknesses of your current or proposed product lines, promotions and marketing potentials.



Internet Authoring

To develop cohesive marketing strategies for your current or planned World Wide Web presence, as well as techniques to secure additional Internet traffic to your company or facility's site.



Marketing Surveys

To analyze and accurately define the market potential for your planned or existing products and services, and how to reach your targeted customers economically and efficiently.



Newsletter, Spec Sheet & Brochure Design

To tailor your sales and marketing messages directly for your targeted client base, using clear, well-written product descriptions, in-use applications, graphics and technical materials.



PR & Promotion Services

To publicize and promote your business through the print and electronic media, A-V presentations and related materials.

Profile of Mel Lambert, Creative Director

For more than a dozen years, Mel Lambert has spearheaded Media&Marketing, a consulting service for the professional audio, broadcast and multimedia industries.

Mel Lambert has provided marketing, PR and consulting services for a number of leading companies, including ADC-Nvision, Amek, AMS-Neve, Aphex, Cintel, Ensoniq, Euphonix, Fairlight, Genex Audio, Graham-Patten Systems, Martinsound, Meyer Sound, Otari, QSC, Record Plant Studios, Solid State Logic, Sony Cinema Products, Sterling Studios, Studer AG, Sunset Sound Studios, Symetrix and Z-Systems.

He has also created a large number of freelance articles, profiles and reviews in such magazines as "Mix," "EQ," "Radio World," "Pro Audio Review," "Millimeter," "Audio Media," "POST," "Prosound" and "Studio Sound."

For seven years he was Managing Editor and later Editor of "Recording Engineer-Producer," and most recently served as International Marketing Director with Otari Corporation.

Mel Lambert holds a BS degree from the University of Sussex, England, and is a member of the AES (Audio Engineering Society) and SMPTE (Society of Motion Picture and Television Engineers). He has hands-on experience with all aspects of the international music-recording, broadcast and post-production industries.

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4245 West Sarah Street,
Burbank, CA 91505, U.S.A.

818.558-3924 eFax 707.202.2235

mediapr@earthlink.net

www.mel-lambert.com

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