

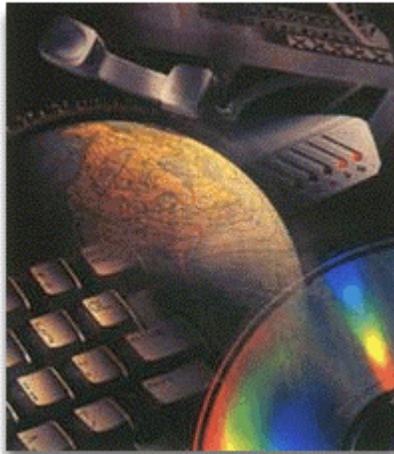
Benchmark Communications

MARKETING, ADVERTISING & MEDIA SOLUTIONS

“360° OF MARKETING”

WELCOME! WE ARE BENCHMARK COMMUNICATIONS!

A host of forces have changed forever the manner in which business is conducted. Digital technologies along with globalization have fragmented the media, consolidated industries and made brand building a crucial business priority. At **Benchmark Communications**, we are making every effort to address and capitalize on the opportunities created by this change.



Founded in 1995, Benchmark Communications is a full-service (traditional & non-traditional) media communications company. **Benchmark Communications** operates in the disciplines of advertising, marketing services, specialty communications, interactive/digital media, media buying services, event marketing and promotions.

We invite you to discover what we can do for you and your business!

Benchmark Communications
3501 Ash Row Crescent, Suite 100
Mississauga, ON L5L 1K3
Phone: 905.820.5413
Fax: 905.820.7218
info@BMCommunications.com

Benchmark Communications

MARKETING, ADVERTISING & MEDIA SOLUTIONS

Traditional Media Advertising And Marketing

Benchmark Communications is a “full-service” marketing company dedicated to supplying our clients with professional advertising, marketing, broadcasting and Internet expertise. We are creative, innovative, experienced and service oriented.

In this era of high competition and rapid technological change, it is vital that that you **Benchmark Communications**' extensive advertising, marketing and broadcast experience ensures your hard earned marketing dollars are spent wisely, and sees to it that your creative messages and promotions reach their intended audiences, thereby turning your message into influence. We link your message to a solid marketing strategy that incorporates tailored design work, refined media research, planning and print accountability.

Not only does **Benchmark Communications** handle concept development and implementation for print, broadcast, outdoor, electronic advertising and promotional campaigns and delivers the following **Traditional Media** services:

- Strategic marketing and advertising planning
- Market and needs analysis
- Public and Media relations
- Print advertising, copywriting, design & layout
- Radio copywriting & sales promotions
- Multi-media promotional campaigns
- Complete ad campaign development
- Billboards
- Posters, brochures & one sheet flyers
- Media buying
- Internet marketing and Web Site design
- Multi-media presentations
- Direct mail
- Marketing & advertising seminars
- Event Marketing and promotion
- Media training
- Radio program creation
- In-house commercial production
- Radio Syndication
- Business “Mini-Station” Transmitter Facilities.
- And... and more!

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Benchmark Communications also has four “associated strategic planning partner” programs available to small and medium sized businesses, who work on a smaller marketing and advertising budget.

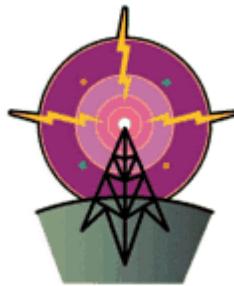
Called **MediaWorks**, our **Platinum**, **Gold**, **Silver** and **Bronze** packages are designed to cost effectively handle your entire advertising requirements,

be they big or small. Our **MediaWorks** programs are designed to handle all your media and marketing requirements, based on the plan best suited to your needs. You will no longer have to spend your valuable time on media and advertising related issues. We take care of everything, eliminating those annoying and time consuming cold calls and media inquiries so you to concentrate on the important day-to-day issues of running your business.

Bottom line: Everything **Benchmark Communications** does for your company, is designed to create a positive, significant and profitable relationship between your business and its valued customers & clients, and the public sector in general.

Benchmark Communications adheres to the Canadian code of advertising Standards!

Benchmark Communications ... offering your business efficient turn-key solutions at exceptional value!



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Non-traditional Media Advertising And Marketing

Here are a number of non-traditional methods that can be utilized to market and promote your products or services:

- Campus and Night Club marketing and advertising
- On-premise bar promotions
- Youth culture market stenciling & marketing
- Street promotions
- Light projection advertising
- Sports marketing
- Ethnic marketing
- Pizza Box advertising
- Retail promotions (Traffic Driven)
- Coffee sleeve billboards
- Shopping bag marketing
- Product sampling campaigns
- Transport/Taxi Mobile Advertising and Marketing
- Mini-station programming and marketing
- Seminar & lifestyle marketing

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By way of introduction, we are **Benchmark Communications**, a full-service media & communications company.

We will help you:

- Take advantage of the power of marketing
- Sharpen your edge with strategic research and planning
- Improve morale and staff performance
- Strengthen and promote your brand with creative communications and promotions.

Benchmark Communications offers you all this and more. We've been developing these capabilities since 1995. Additionally, we specialize in supplying small to medium size businesses. That is... “businesses that need cost effective advertising, marketing and media expertise.” You can be totally confident that we'll meet your needs in a professional and flexible manner, and...”at a price you can afford!”

The 4-Step Process To Advance Your Organization

The process for advancing your organization involves four related steps. You can choose all of them, one of them, or any combination you want:

1. **Know the facts** -- Analyzing your present situation, customer perceptions and satisfaction levels, the marketplace and competitors, and other vital information. Knowledge is power, and the more you base your strategy on reality, the more successful you'll be.
2. **Plan your strategy** -- Whether it's a comprehensive strategic plan, a marketing plan, a communications plan, or just a simple project plan, effective planning ensures that your money will be invested as wisely as possible. Multiple objectives are linked so you can hit several of them with focused actions you take or communications we produce for you.
3. **Implement through teamwork** -- Effective implementation requires teamwork between you and **Benchmark Communications**. You know your business, organization and customers far better than we do. We know how to produce on-target, results-driving communications. Together we keep the process focused and on budget, while remaining flexible to react to unforeseen opportunities or threats. Results are shared and adjustments made as needed in real time. To complement the actions you take, we provide six types of communications services, in whatever combination works best for you:
 - **Publications and graphic design**, including logos, brochures, newsletters, annual reports, direct mail and more, on a turnkey basis.
 - **Internet websites and audiovisuals**, including creating, promoting or refining your site, plus PowerPoint and other audiovisual shows.

- **Public relations and publicity** in local, national or trade media. This highly cost-effective tool is under utilized by most small businesses but is very powerful.
 - **Advertising** in print or broadcast media, from selecting the media and frequency to developing and placing the creative, we stretch your budget for maximum impact with limited dollars.
 - **Event Marketing and Promotion** can be an effective way of getting across brand and your message. We can arrange everything for local, regional seminars to music concerts and sporting events to promote your business.
 - **Non-Traditional Events & Media** can also be an effective tool to gaining awareness for your business.
4. **Evaluate and improve** -- It is very important to measure and evaluate results. It's fairly easy to count inquiries from potential customers and ask them where they heard about you, but it takes discipline. Many things can be measured with numbers, and others have to be judged with common sense. Continuous improvement is a cycle, with evaluation and measurement feeding back in a loop to the other steps above, as the cycle continues through time. The process gets better and better, the results more predictable and substantial.

Tailored Marketing Programs:

Benchmark Communications works together with our network of professional associates in the pursuit of excellence. Our expertise enables us to recommend the best method or integration of services, so you can meet your objectives and targets and... "do it on budget!"

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“Business more than any occupation is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight!”.... Henry R. Luce

Our Services

Print • Radio • Television • Cable • Outdoor • Internet • Promotions
Event Marketing • Media Buying • Commercial Production • Public & Media Relations
Strategic Marketing • Advertising Planning • Mobile Advertising • Non-Traditional Media

The Internet:

A web site can be an effective marketing and/or sales tool for your business.

At **Benchmark Communications** we place ourselves in the mind of the Internet user. Where on the World Wide Web would one look for your product or service? We identify the answer to this question and then explore options for the best way to portray your business.

This is what we will do for you...and much more:

- Review your current online strategies and recommend the most efficient way to reach your customers and improve your ROI (Return on Investment).
- Develop targeted online media plans to reach your customers.
- Identify ad serving solutions or appropriate outsourcing partners for your company.
- Develop, place, and maintain targeted online advertising campaign. (That's right! We will watch your campaign; check your online advertising; and make sure everything is running as ordered)
- Provide complete weekly/monthly traffic reports so we can evaluate the campaign.
- Create unique permission marketing campaign with opt-in-stand-alone e-mail messages; sponsorships; e-newsletters; online promotions.
- Research and recommend out-of-the-box ways to reach your target market.
- Evaluate the campaign and request make-goods or credits if necessary.
- To make it easy for you, we will summarize all reports and provide you with the final results: Click Through Rate (CTR); Cost per Click (CPC); and with your internal data help determine ROI.

Print:

Benchmark Communications will analyze each publication - including magazines, newspapers, and special publications - for its ability to reach the target market for the lowest investment. We will negotiate not only the rates, but also your ad placement within the publication. We can also explore sponsorship and merchandising opportunities.

Radio:

Radio buys are based on a cost per point for a demographic target. Each radio station is evaluated for their audience composition, ability to reach the target audience and cost efficiency. We also look for stations to deliver customized promotions to fit your specific goals.

Benchmark Communications goal is to obtain at least double the value in radio time for dollars spent through promotions and added value sponsorships. Upon completion of each schedule we reconcile each buy to verify that it ran as ordered. Credits or make-goods are obtained for all spots that are missed or ran incorrectly. We can also assist you with your trafficking needs by providing traffic lists and issuing traffic instructions.

Television:

Television buys are purchased against a cost per point for your demographic target. Recognizing the continuous fragmentation of the television market, **Benchmark Communications** buys programs rather than day-parts to target the viewing patterns of your consumers. We take into consideration historical performance, seasonal viewing, quantitative and qualitative research to project the appropriate environment for your message.

As with all media placement **Benchmark Communications** can assist you with trafficking and we will reconcile each schedule upon completion.

Cable:

Cable Television is purchased to increase frequency and further target your market. Although over the air Television is eroding due to fragmentation it still provides a very mass appeal reach. Cable Television allows you to further narrow your target audience demographically and geographically. By utilizing qualitative research specific Networks are selected to meet the psychographic target. Specific geographic areas can also be highlighted to fit your sales or distribution needs.

Outdoor:

Billboards and bulletins are purchased based on a cost per thousand impressions derived from Daily Effective Coverage (DEC). Does the location reach a high concentration of the target market? Is the location visually effective? These are questions we ask so you don't have to.

Promotions:

With each medium, we can explore promotional possibilities, overseeing promotions from beginning to end. Promotions must be in line with the rest of the marketing plan. We'll develop promotions for your company, instead of forcing existing promotions to fit. What to do with those promotional proposals that you receive - you know, the ones with the inflated values? No worries. We'll evaluate each one so you don't have to. It's important to match a promotion to your target market and above all, to determine a realistic value for the exposure. We'll pass along the valuable promotional ideas to you, recommending only those that we feel worth your time and your money.

Event Marketing:

Seminars featuring recognized experts, sporting events or music tours can be viable vehicles for promoting your business. **Benchmark Communications** can arrange a unique Marketing Event sponsorship for just about any business enterprise.

Media Buying:

Since brand building is a vital component in today's business world, **Benchmark Communications** is dedicated to assisting your business succeed by supplying you with professional advertising buying and placement services (the best media mix) at the best available rates.

Commercial Production / Recording Studio:

While outsourced, we always search for and utilize state-of-the-art audio production studio facilities for quick response quality radio commercials, custom promos and voice tracks. Through these production recording studio facilities, **Benchmark Communications** can also produce high quality documentaries and radio programs. We also have access to a growing voice pool of announcers and actors.

Whatever your audio requirements we are committed to delivering high production value and creative results at a fraction of the cost associated with today's "bigger" and "more expensive" production houses and recording studios.

Public Relations & Publicity:

Every expert agrees, "that you can't open your store, offer your service or manufacture a product, put up your web site and then do little or nothing to create brand awareness and attract customers!" **Benchmark Communications** can assist you in promoting and advertising your business or product, whether it be offline or online. We can establish effective publicity and public relations campaigns to distribute your company's message widely and with credibility, with both the general public and the applicable media.

Strategic Marketing:

Benchmark Communications will design a complete marketing strategy for your business. We'll help you with your company vision, mission, goals, strategies, leadership, determine your target market, work up a marketing budget tailored to your pocket book, work with your employees to bring them to understand your marketing efforts, create effective sales promotions, design your business cards, letterhead, point-of-purchase materials, invoices, sales receipts, and business signage, etc, all designed to create a good and lasting impression, while driving customers to your business.

Advertising Planning:

The frequency of your commercial message is an important component in turning a prospective customer into a buying customer. Integrated marketing is the way to do this. Integrated marketing, simply put, is taking your advertising message and placing it into a number of mediums. By integrating all your marketing messages – that is: your advertising (print and/or the various electronic media), sales promotion, telemarketing, direct mail (regular or e-mail), outdoor billboards and publicity (PR) - you can strengthen the impact of each medium with the other(s). This reinforces your message in the minds of potential customers. But remember, even good media saturation of your message takes time to have significant impact on prospective buyers.

Mobile Advertising:

We can create a mobile advertising campaign via a number of mobile venues such as taxi & bus billboards, transportation trailer and truck side panel ads on a local, regional or national basis.

Non-Traditional Advertising:

Traditional advertising such as print, radio, television, billboards, yellow pages, and direct mail, etc are extremely effective ways with which to get your message out to potential customers and clients. However, there are effective non-traditional forms of exposure that can be utilized to promote and advertise your business.

Benchmark Communications can arrange a unique non-traditional marketing scenario or event for just about any business enterprise. It is our opinion that... "Marketing is Marketing!" As with all other media, there are a number of other methods that we can utilize to get your business noticed; your products and services sold. Standard marketing principals apply to non-traditional methods of exposure, as readily as they do for radio, television, print and direct mail, etc. Non-traditional marketing can range from the Internet and multi-media presentations and campaigns to taxi advertising, campus & nightclub marketing, advertising and promotions.

The Bottom Line:

Benchmark Communications will use an effective combination of media, marketing tools and tactics to help you sell your products or services. We can help you decide which media, tools and tactics are best suited to your business and budget; designed to obtain solid exposure for your company. Creating the right “marketing mix” for your business will go a long way to establishing branding.

Branding is the *word* you want consumers to use when thinking about your business. Words like: quality, service, trustworthy, honest, reliable, fast, fun, healthy, sexy or cool, etc. Branding is created essentially by effective, skillful and targeted marketing, but branding takes time to build. Two great examples of branding success are: Most people ask for Kleenex, not tissue, and when you say cola, most people immediately think “Coke”.

Whatever the media mix we suggest is best for your product or service, **Benchmark Communications** will never advertise or market your business until YOU are completely satisfied that everything has been done to see that your - sometimes costly - advertising expenditure will not have been in vain!

Our objective will be to move your potential customer through “5 stages”: Product Awareness, Product Interest, Product Desire, Product Usage and Product Satisfaction.

Today, in this highly competitive business environment, **Benchmark Communications** philosophy and dedication is to: “Service all our clients so well that they cannot imagine finding equivalent or better value, service, product and people elsewhere!”

“An amazing thing happens when you don’t advertise and promote your business.... Nothing!”
What can we do for your business?

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MARKETING, ADVERTISING & MEDIA SOLUTIONS

A Seven-Step, One-Day Marketing Plan

Benchmark Communications is pleased to present you with a marketing guide that we are confident will go a long way to helping you with marketing and media planning.

You don't have to kill a tree to create an effective marketing plan. In fact, you can create a successful plan for your business in just one day. To begin, don't worry about writing style or making your plan fancy. Just go get a pencil and paper and let's get started.

Step 1 - Understand Your Market and Competition

A big mistake that many business owners make is to latch on to a cool product or service without first understanding the market and what it wants (not what it needs). If you try to sell something that people don't want, they won't buy it. It's that simple.

A profitable market consists of people who have dire wants that are being unmet, so much so that they will jump to buy your solution (product or service). A profitable market can be compared to a lake with thousands of starving fish. All you need to do is throw in the bate and it turns into a feeding frenzy.

To get an understanding of your market you should ask yourself questions like:

- Are there segments in my market that are being underserved?
- Are the segments of my market for my product or service big enough to make money?
- How much share of that market do I need to capture, to just break even?
- Is there too much competition in the segment of my market to be competitive?
- What are the weaknesses in my competition's offering that I can capitalize on?
- Does my market want or value my unique competitive offering?

Step 2 - Understand Your Customer

Knowing your customer intimately is the first step to easy sales. Until you know (1) who your customers are, (2) what they want, and (3) what motivates them to buy, you can't prepare an effective marketing plan.

Don't confuse "wants" with "needs." People don't necessarily buy what they need, but they'll most always buy what they want. For instance, have you ever known someone that went to the store to buy a pair of pants that they needed and came back with a new shirt, sweater, and shoes? Or how about the everyday shopper who goes into the supermarket to buy some milk and eggs and comes out with a frozen pizza, cheese cake, and other goodies.

People will buy what they want (even if they don't have the money!), not what they need. And yes, this even applies to those "sophisticated" corporate honchos (I used to be one, I should know).

To really get to know your customers you'll need to ask yourself questions such as:

- How does my potential customer normally buy similar products (i.e. in a store, on the web, door-to-door)?
- Who is the primary buyer and the primary buying influencer in the purchasing process (i.e. husband or wife, purchasing agent, project leader, secretary)?
- What kind of habits does my customer have? For instance, where do they get their information (i.e. television, newspapers, magazines)?
- What are my target customer's primary motivations for buying (i.e. look good, avoid pain, get rich, be healthy, be popular etc.)

Step 3 - Pick a Niche

If you say that your target customer is "everybody" then nobody will be your customer. The marketplace is jam packed with competition. You'll have more success jumping up and down in a small puddle than a big ocean. Carve out a specific niche and dominate that niche, then you might consider moving on to a second niche (but not before you've dominated the first one!). You could be a "lawyer that specializes in child accident liability" or a "C.P.A. for used car dealers" or a "dry cleaner for a subdivision in Mississauga or an area of Toronto". You get the picture. Make sure to choose a niche that interests you and that is easy to contact. I can't stress this point enough. There's nothing more destructive than to pick a niche that you can't communicate with or that costs you a ton of money to contact.

Step 4 - Develop Your Marketing Message

Your marketing message not only tells your prospect what you do, but persuades them to become your customer. You should develop two types of marketing messages. Your first marketing message should be short and to the point. Some may call this your elevator speech or your audio logo. It's your response to someone who asks you, "So, what do you do?"

The second type is your complete marketing message that will be included in all your marketing materials and promotions. To make your marketing message compelling and persuasive it should include the following elements:

- An explanation of your target prospect's problem.
- Proof that the problem is so important that it should be solved now, without delay.
- An explanation about why you are the only person/business that can solve your prospect's problem.
- An explanation of the benefits people will receive from using your solution.
- Examples and testimonials from customers you have helped with similar problems.
- An explanation about prices, fees, and payment terms.
- Your unconditional guarantee.

Step 5 - Determine Your Marketing Medium(s)

Remember, when I said that it's critical to choose a niche that you can easily contact? When you go to choose your marketing medium(s) you'll understand why that was sound advice.

Your marketing medium is the communication vehicle you use to deliver your marketing message. It's important to choose a marketing medium that gives you the highest return on your marketing dollar (ROMD). This means that you want to choose the medium that delivers your marketing message to the most niche prospects at the lowest possible cost.

The following is a list of media that you have at your disposal to get your message out:

- Newspaper ads
- Posters
- Contests
- Card decks
- Seminars

- Television ads
- Signs
- Sweepstakes
- Door-to-door
- Mobile Media

- Radio ads
- Banners
- Trade shows
- Yellow pages
- Articles

- Classified ads
- Newsletter
- Charity events
- Networking
- Infomercials

- Billboards
- Take-one box
- Telemarketing
- Magazine ads
- Special events

- Sales letters
- Flyers
- Email
- Movie ads
- Ezine ads

- Postcards
- Doorhangers
- Agents
- Media releases
- Fax broadcasts

- Brochures
- Gift Certificates
- Word-of-mouth
- Website
- Sign picketing

- Business cards
- Catalogs
- Air Blimps
- Public speaking
- Window displays

The trick is to match your message to your market using the right medium. It would do you no good to advertise your retirement community using a fast-paced, loud radio spot on a hip-hop station. This is a complete mismatch of the market, message, and advertising medium.

Success will come when there is a good match of these three elements.

Step 6 - Set Sales and Marketing Goals

Goals are critical to your success. A "wish" is a goal that hasn't been written down. If you haven't written your goals, you're still just wishing for success. When creating your goals use the SMART formula. Ensure that your goals are, (1) Sensible, (2) Measurable, (3) Achievable, (4) Realistic, and (5) Time specific.

Your goals should include financial elements such as annual sales revenue, gross profit, sales per sales person etc. However, they should also include non-financial elements such as units sold, contracts signed, clients acquired, articles published etc. Once you've set your goals, implement processes to internalize them with all team members such as reviewing them in sales meetings, displaying thermometer posters, awarding achievement prizes etc.

Step 7 - Develop Your Marketing Budget

Your marketing budget can be developed several ways depending on whether you want to be more exact or develop just a quick-and-dirty number. It's good to start out with a quick-and-dirty calculation and then to support it with further details.

First, if you have been in business for over a year and tracked your marketing-related expenditures you could easily calculate your "cost to acquire one customer" or "cost to sell one product" by dividing your annual sales and marketing costs by the number of units (or customers acquired) sold.

The next step is to take your cost to sell one unit or acquire one customer and simply multiply it by your unit sales or customer acquisition goal. The result of this simple computation will give you a rough estimate of what you need to invest to meet your sales goals for the next year.

Conclusion

There you have it, The Seven-Step, One-Day Marketing Plan, compliments of **Benchmark Communications**. It's simple really. Of course you'll need to study up a bit more about your marketing medium(s) of choice, their appropriateness for your message, and their associated costs. But try not to make the development of your plan a labourious, drawn-out task. Remember the 80-20 rule. 80% of your results will come from 20% of your effort.

A final word of advice is to make sure you set aside uninterrupted time to develop your marketing plan. It could very well be the most important document to which you and your team members will ever refer.

Benchmark Communications is here to assist you with your marketing and media planning. Please feel free to contact us at any time at 905.820.5413, by fax at 905.820.7218, or email at info@BMCommunications.com.

Happy Planning!

Gerald Laing

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