

# INNOVATION AT EVERY TURN



1



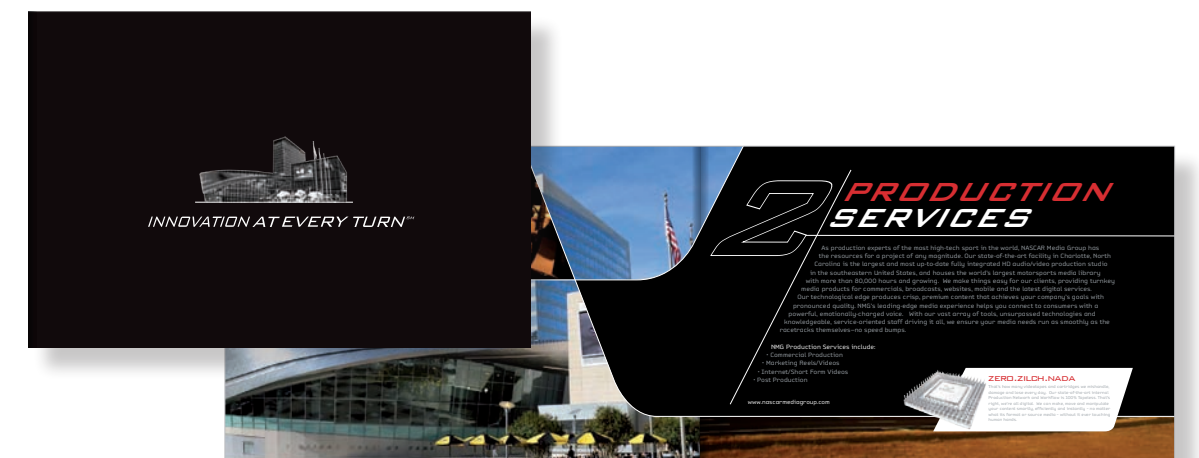
INTERACTIVE SALES PRESENTATION

2



POWERPOINT

3



BROCHURE



"SME helped us re-approach not only the way we can be thought of in our marketplace, but also the way we think about ourselves, pinpointing our key client benefits and streamlining our sales processes. Thanks to SME's great work, we are now equipped to build our client base and continue to expand our stellar reputation with a cohesive message and services structure."

- Jay Abraham, COO, NASCAR Media Group

NASCAR Media Group (NMG), a world-class creator and producer of innovative media solutions, engaged SME to help craft its long-term, brand-based communication strategy and develop its sales & marketing tools, designed to excite prospects about partnering with NMG for all of their media needs. SME delivered the brand position and tagline *Innovation at Every Turn* to communicate NMG's core business benefit.

SME also led the company in reorganizing NMG's services, condensing its previous list of 19 into three appealing, easily understood categories that encompass all of NMG's offerings: Content Solutions, Production Services and Field Operations. The new positioning and services structure will drive a series of sales initiatives, including printed brochures, interactive engagement tools and digital marketing campaigns.

**SERVICES**

- Insights
- Strategy
- Executive Interviews
- Positioning
- Tagline
- Interactive
- Brochure
- Look Tools / Style Guide