

Robert Mason Marketing

STRATEGIC PLANNING & MARKETING SERVICES

To Consumers and Businesses

Your goals will be my goals.

**You'll get customer-focused strategies
and executions on time, accurately,
thoroughly and affordably.**

FREE 1 HOUR CONSULTATION

OVER 25 YEARS OF EXPERIENCE
BUSINESS BUILDING RECORD
STRATEGIC, INNOVATIVE, SKILLED

GETTING
RESULTS



HOW I CAN HELP YOU

STRATEGIC SERVICES

Strategic Planning

All companies need to know where they want to go and have the plans to get there. This is my specialty. I can help you gain objective insight into your customers, your strengths, competition and what you need to do to succeed now and in the future.

Full Business Plans

My planning will help you develop your vision and have the best action plans to achieve it. I've done over 50, many to obtain financing.

Marketing Plans

I can develop the communications plan to ensure that the right people get the right message at the right time and place.

Advertising Strategies

Advertising is only as good as the strategy behind it. I'll give you effective copy and media strategies based on thorough customer understanding. My history of developing advertising that's worked is proof.

"...marketing acumen and drive ...I can recommend him highly..."

*J. Yocom
General Manager*

DEVELOPMENT SERVICES

Advertising Creation

You'll get solid, persuasive executions from my network of creative resources. I can handle execution development in any communications area, based on the hundreds of projects I've done. I can help you with advertising (in any medium), direct mail and Internet.

"...feel very good about the 40% sales increase."

*A. Sark
Vice-President,
Marketing*

Sales Promotions

Do you need ideas? Let me help you boost your sales, as I have for many other companies.

New Products

I'll help you generate ideas that are grounded in customer needs, plus handle planning and coordinate on-going development. I've played key roles in over 30 new products, many that I initiated.

Writing

I can handle general business writing, including reports, presentations, articles and Web sites.

OTHERS I'VE HELPED

STRATEGIC

Personally increased CIBC's annual profits by \$90 million within one year

Saved CIBC millions and development time by conceiving new venture strategies and guidelines and creating the development group

Re-designed products, positionings, strategies and plans for software manufacturer Tayson Information

Created company-wide "Smart Card" strategies for CIBC and Bell Canada

"...extraordinarily talented ...strategic insight and marketing acumen..."

*S. MacPhee
President and C.E.O.*

MARKETING AND ADVERTISING

Tripled sales for baby food manufacturer Milupa

Turned Hershey Canada into a market leader with 40% sales growth due to new strategies, advertising, media, promotions, packaging and product launches

40% growth for Ruffles potato chips

Doubled a theatre group's audience

Record high retirement savings plan and fixed-term investment sales for CIBC

"...did an amazing job ...huge sales..."

*S. Mercer
Producer*

40% growth for Ocean Spray Cranapple

NEW PRODUCTS

Initiated and developed the first telephone and on-line banking services in Canada (for CIBC - test and national - first North American coast-to-coast service)

Co-created Mexicasa, Canada's leading Mexican foods line

Created PremierService - a new banking services package for upscale customers

For more information about how I can help you, see my Web site:

www.mason-market.com

My references and portfolio are available.

ABOUT ME

Hundreds of successful projects in all areas

Over 30 new products and 50 business plans

Responsible for marketing groups as large as 22, a \$30 million budget, a \$45 billion portfolio and 6 million customers

BUSINESS & MARKETING ADVISOR (4 years)

PARTNER & VP MARKETING (3 years)

Tayson Information Inc. (multimedia software)

GENERAL MANAGER (8 years)

CIBC (North America's 5th largest bank)

All advertising and direct mail (2 years)

New delivery methods and products (5 years)

ASSISTANT GENERAL MANAGER (1 year)

CIBC

All personal deposits (accounts, retirement plans, fixed-term, investments) marketing, product designs, profits

ACCOUNT DIRECTOR (3 years)

Palmer Bonner Inc.

ACCOUNT SUPERVISOR (3 years)

Young & Rubicam Ltd.

BRAND MANAGER (5 years)

Procter & Gamble Inc.

"...great job! ...fast study ...work ethic and product quality ...abilities, integrity and honesty..."

*D. A. Archibald
President, Director &
C.E.O.*

CONTACT ME

Call me and let's chat about how I can help you reach your goals.

Robert Mason

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