





ABOUT JANICE MEDIA

After decades of working in the publishing business, selling and creating marketing campaigns for hundreds of magazines I learned the secrets to getting published, what makes a great advertisement, and how to communicate to your customers.

My forte is utilizing my vast network of publishing, broadcasting and manufacturing experts which I now employ to garner the best results in media placement and creative execution.

We know who to call to get the best results for any marketing project you need. By managing the teams that OTHER big agencies use, we get the best rates and faster results and more for your money. As the conductor orchestrating all the elements for you we combined our expertise with the best talents to deliver a more complete and efficient result. By managing the process directly without red tape and a maze of departments your projects are delivered faster and changes are handled immediately. We can do this better than anyone because we have no overhead, and have simplified the entire process geared just for your needs.



THE BIG PICTURE

There are six key areas where Janice Media excels. It is within these capacities that the benefits for Liebherr is most evident. Here is where you will discover the reasons why Janice Media is the perfect partner for your company.

Trade Experience

Connections

Industry Knowledge

Media Savvy

Partnerships

Lead Analysis

Event Marketing

Multi-Media

The only source of
knowledge is
experience.

TRADE EXPERIENCE

My entire life has been in advertising. This varied and vast experience has afforded me the opportunity to garner a wide variety of industry experiences with multi-million and billion dollar companies nationally and internationally for both the consumer and many trades. In the kitchen and bath industry, I've helped launch magazines such as *Beautiful Kitchens*, *Elegant Homes*, *Kitchen & Bath Product Guide*, *Outdoor Rooms*, and *Custom Builder*. These endeavors allowed us to work closely with established and up-and-coming companies that offer products or services within the kitchen and bath industry and the building market for trade and commercial audiences.

During my years at Meredith Corporation, the second largest media company in the U.S. (reaching one in three Americans) I was put in a leadership role overseeing the largest clients and their advertising and marketing efforts across all of Meredith's assets which included digital, broadcast, radio, print, and custom publishing programs. This often allowed me to bridge the gap between manufacturers and media channels to accelerate sales and growth by focusing on the most beneficial programs to deliver the best results.

“Is it possible that
Janice knows
everyone?”

CONNECTIONS

As any successful business person knows – your contacts are what makes you invaluable. I've met and work with thousands of kitchen and bath companies and industry leaders over the years in various aspects of the industry. The result is an ease at which I can move through KBIS (and other trade shows) reconnecting with past and present clients and colleagues. By understanding your company's history and market position vs. the competition from the consumer and trade perspectives I offer insight that is rare in this market. In fact, many colleagues refer to me as a "brand" within the kitchen and bath industry.

The real difference in my pool of contacts is exclusivity. There are few others who know as many people in the industry as I do, and even fewer who have a trusted business or personal relationship with the most coveted influential people in the market. It gives me permission to call precisely the right person who can engage in a partnership venture or provide exclusive information that greatly benefits my clients. Often I have the benefit of inside information for tactical advantages in marketing, sales, and positioning in the market.

This does not happen overnight. It requires the investment of time and a history of delivering profitable business opportunities to key industry professionals.

Savvy saves time
and fosters
innovation.

MEDIA SAVVY

My 20+ years as a media sales representative and independent consultant provides you a deep knowledge of how advertising and marketing can best benefit your organization. I have consulted with or created finely-engineered media plans for companies and clients including Fisher & Paykel/DCS, Bertazzoni, Caesarstone and a myriad other operations and understand how to bridge strategy with budget.

By knowing what works, what avenues to avoid and most importantly what questions to ask-we can speak the secret language of the media to garner more benefits without spending more of your precious marketing dollars. This saves time and delivers the best opportunities from both a media coverage standpoint as well as a value standpoint.

By cracking the code of negotiation, we provide true value where everyone wins. A complex formula combining all the research, numbers, targets and offerings is not just about relationships, its about knowing the insider secrets and receiving more from reach and value for your ultimate success. My expertise includes the development of media programs that interconnect wisely between print, broadcast, digital, and social media opportunities to name a few.



INDUSTRY KNOWLEDGE

Without fully understanding the ramifications of the geo-political, psychographic and economic indicators occurring in our dynamic world, you cannot build a smart marketing program. Every day we study everything from interest rates to housing starts to understand how your business will be impacted. I've pioneered the practice of communicating in-depth information and research for leading companies in the kitchen and bath industry. I'm often called upon to present critical information to companies' sales teams to address how they need to adjust their sales tactics and strategies. By using all types of research we can better shape your message for the consumer and trade customers and enhance the overall sales process for better long term success.

Along the way I have shared the market intelligence and research with notable companies such as Rohl Corporation, Samsung and LG Surfaces, JELD-WEN, Caesarstone, Dacor, Thermador, Fisher & Paykel/DCS, and many others.

In 2005, at the start of the "eco" movement, I wrote white papers on the impact of this market change for Meredith and formed the "Green Mafia" – a group of 30+ companies in the green building industry. My purpose: to examine and interpret industry research, trends and developments to educate and inform consumers and trades on the benefits of environmentally-friendly building products.

Bigger opportunities
and greater
creativity are born
from partnerships.

PARTNERSHIPS

Strategic partnerships in many forms add mileage and value for my clients. This is true when it comes to trade show exhibits, media promotions, consumer offers, and in-house marketing efforts.

A prime example is the recent culmination of CASA DEL FARO, a high-end residence built in San Pedro, California for the purpose of filming and photo opportunities for the commercial and movie industries. We welcomed Liebherr, Bertazzoni, Kohler, California Faucets, Dezi Fine Hardware, Caliber Grills, and Caesarstone among others to join together at this prime locale for photo shoots, video production, and industry events. The cost of such an endeavor would have been monumental for any single manufacturer alone. Based on my contacts and vision we were able to bring together the right group of partners who would receive maximum benefit from the opportunity. Liebherr has already benefitted from video and photo shoots at this location – with a major motion picture to come.

My expertise in promotions, sweepstakes, and sponsorships and many companies like Jacuzzi, Weyerhaeuser, and Thermador are regulars in my circle of partners to provide additional lead generation and higher media value.



LEAD ANALYSIS

A Digital Profile Analysis is one of the most essential parts of any marketing program. It is my fervent belief that the results of any marketing effort should measure its success using the vast information available about consumers.

In the DPA process a general profile is created based on the origin of the lead as well as geographic and demographic information. Using the best of current technology the leads can then be analyzed to find in-depth information (education, background, buying habits, website use, social media accounts and other digital/behavioral factors) about the individual who is showing interest in your product. From there it becomes possible to determine what elements of your marketing program are most successful.

Your dealers and distributors can respond more appropriately once they understand the origin and nature of the leads. Also, the results can be used to formulate digital and social media marketing plans. We can even show you what is working what is not working in your advertising mix. Combined with your current CRM, we can help you manage the interaction of current and future customers. My proprietary programs provide guidance on the best use of technology to organize, automate, and synchronize sales, marketing, customer service, and technical support for every level of your organization.

Bringing a brand to
life is vital to
impacting consumer
behavior.

EVENT MARKETING

Nothing is as effective as face-to-face meetings.

Events and meetings are paramount in the dissemination of information, the latest in your innovations, ideas, marketing positions and programs for all your customers and dealers. It provides analysis of markets, competitors and your sales efforts to lift and encourage your team in the coming weeks and months.

When you are so busy with your day-to-day activities, planning these events are exhausting and difficult. Just getting all the pieces to fit can be a challenge and a stress on all your resources.

We have the connections and the creative ideas to help make the event, whether small or large, a success. Our team can help you coordinate everything from the decorations to the appetizers with music and ambiance that is sure to keep leave a lasting impression on everyone in attendance.



MULTI-MEDIA

We have a full roster of professionals who can cover any of your creative needs. From simple to extravagant, we can provide options with the most challenging of budgets and always deliver above your expectations.

Digital and social media gurus, video teams, photographers, and designers on my team are award-winning, multi-talented, and, best of all, flexible and kind-hearted experts. They have a collective history of working in the kitchen and bath and home building field, music and movies for thousands media organizations. Their work has graced the covers of *Architectural Digest*, *Traditional Home*, and *Elle Décor* just this year. These amazing people offer a wide breadth of marketing and communication skills, creative development, and multi-media options across all mediums that would be coveted by any large organization.

Just some of the resources we have readily available include the following:

- Studios and stages

- Award winning photographers

- Videographers of all levels of talents and trades

- Website design and monitoring and SEO maximization

- Print and catalog design, POP, and other print options



THE WORK

What can we do for you? We can provide a combination of any of the following services:

Industry Overview Reports

Media Advertising Plans

Partnership Programs for Promotions and Sponsorships

Website Development and Optimization

Social Media Content, Placement, Measurement, and Monitoring

Trade Show Planning and Preparation

Photography and Videography

Public Relations

Editorial Liaison

Special Projects

Event Planning and Execution

Creative Development

Lead Analysis, Measurement, and Studies

VALUED CLIENTS

LIEBHERR
Quality, Design and Innovation

BERTAZZONI

Stewart
Filmscreen Corporation

Eco

ROHL

ICERA

inkasink

CALIBER 

Thermador★



California Faucets®

ST. THOMAS CREATIONS

 caesarstone®

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