

BARD'S "LITTEST" STORY IS BIG NEWS AT THE IN-STORE MARKETING EXPO IN CHICAGO

Each year, the **In-Store Marketing Institute** assembles thousands of international brand marketers, retailers, agencies and manufacturers to exchange information, research, education and training all in the name of successful retailing. It's called the In-Store Marketing Expo and it takes place October 6-8, 2009 at Navy Pier's Festival Hall in Chicago.

BARD Advertising is pleased to announce that Jay Zemke, our Vice President of Strategic Development has been invited to co-lead the first seminar along with Dave Henderson, Director of Customer Strategic Marketing at Hasbro.

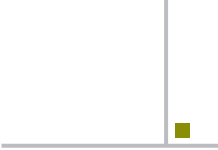
The topic of the seminar, "Winning at Walmart: A Brand Meets Retailer Success Story!" shares what happened when Hasbro teamed up with Walmart to host the Littlest Pet Shop Pajama Rama—a retailer exclusive in-store event that was conceived, designed and executed by BARD Advertising. Seminar attendees will discover the process for integrating all stakeholder priorities into a program that surpassed objectives, exceeded expectations and raised excitement to a higher octave. Jay and Dave will present:

- The strategic thinking that blew open store doors and lifted sales by triple digits
- Shopper Marketing layering tactics to boost program firepower
- Best practices for successfully navigating the logistics and legalities of the Walmart enterprise

"We are thrilled and honored to convey all of the details of this Walmart exclusive event involving 2,000 stores across the country," says Jay Zemke. "It's not every day an agency can talk about producing a 138.6% lift on behalf of a client."

BARD Advertising has a history of developing and executing national programs with strategic, account-specific elements that successfully drive sales at store level. Our methodology includes





creating a thematic thread that connects our national programs to results-driven, store-specific programs.

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