# Jess Holzwarth

# MARKETING PLATFORM

**Marketing**
- Communication strategy development
- Advertising strategy development
- CI planning
- Market research
- Communication research
- Effectiveness evaluation
- New channel development
- New product development
- Product repositioning planning
- Marketing theory development
- Marketing database development
- Applications, etc.

**Direct Marketing**
- Information technology business planning (e-business)
- Database development
- Relationship program development
- Premium development
- Business structure development
- Retail promotions/outlet revitalization

**Research & Consulting**
- Management consulting
- International consulting
- Commissioned research
- Trend-tracking and trend-related consulting
- Seminars, trainings, etc.

**Creative**
- Advertising campaign planning
- CI campaign planning
- Television commercials
- Radio commercials
- Newspaper advertising
- Magazine advertising
- Posters
- Catalogs, brochures, flyers and other printed materials
- Promotional video development and production
- Logo mark development
- Talent casting
- Photography, music production, etc.

**Digital Media/Multimedia**
- Internet communication strategy development
- Multimedia systems content development
- Video on-demand content development
- Interactive advertising development
- Data communication development, etc.

**Media**
- Media planning/media buying
- Securing of broadcast rights
- Collection and management of media information
- Program planning/production
- Other programming-related business, etc.

**Visual Development**
- CG production
- HDTV visual production
- Visual Databank, etc.

**Entertainment**
- Film production
- Visual, music, multimedia software production
- Entertainment software planning and development
- Merchandising
- Copyright management, planning, sales, etc.

**Sales Promotions**
- PR planning
- Cultural/sporting events planning and production
- Campaign planning and production
- Film production
- Sales promotion planning
- Outdoor/transit advertising, inserts
- SP tools production -- premiums/POPs
- Exhibition planning and production
- Design, construction, management of showrooms, outlets, etc.
- Convention planning, etc.

**Character Business**
- Original character planning/development
- Collection and management of character information
- Securing of product rights
- Planning and development of character goods, etc.