

EAN AGENCY CATALOG

Agency: AvreaFoster

About AvreaFoster

AvreaFoster is an advertising firm in Dallas, Texas, that develops strategy-based, integrated marketing solutions that are unique, consistent, and effective. Founded in 1991, AvreaFoster offers a complete suite of marketing deliverables — from strategy, messaging and brand development to the creation of advertising, collateral, and digital deliverables. As part of the Omnicom network, AvreaFoster can connect you to thousands of marketing resources worldwide.

Proven Partnership with Expedia

AvreaFoster has managed partner marketing for some of the world's biggest brands, including Southwest Airlines and their Rapid Rewards partners (Hertz, La Quinta, Avis) and Regus and their B2B partners (American Airlines, American

Sample Projects

Since our partnership began in 2008, AvreaFoster has collaborated on a number of marketing initiatives with AARP and Expedia, including:

Account planning and campaign management

AvreaFoster proactively brainstorms new initiatives to boost sales, plans campaigns within dictated budgets, manages coordination and timing of all campaign elements, and monitors campaign results. In addition, we coordinate activities with our Partner Marketing analyst, participate in calls with Expedia and the partner, host status calls, and investigate opportunities as requested by the client.

Anniversary Campaign

To celebrate the inaugural year of the AARP Travel



Express and Delta Airlines). Specifically for EAN, AvreaFoster helped launch the AARP Travel Center powered by Expedia website, and has provided a wide variety of marketing deliverables, including:

- Brand extension of expedia-aarp.com
- Account planning and brand strategy
- E-mail marketing
- Web display advertising
- Landing pages
- Print advertising and direct mail
- Creative testing
- Trade show support
- Premiums (ASI certified)
- Social media

Center powered by Expedia website, AvreaFoster created a promotional campaign targeting existing AARP members that included an HTML e-mail, postcard, online banner ads, and a landing page. The campaign educated users about the amount of savings realized over the first year (\$3.5 million). The campaign was a tremendous success, achieving a nearly 6% conversion rate in the immediate weeks after launch.

Newsletter Enrollment Campaign

AvreaFoster developed an e-mail campaign to help boost enrollment in *Top Travel Deals Alert*, the bi-weekly deals newsletter for the AARP Travel Center. The campaign included an e-mail, multiple landing pages and automated follow-up e-mails. The campaign targeted past users of the AARP

(Sample Projects Continued)

Travel Center who had not yet enrolled in the e-newsletter. The campaign added 7,000 new addresses to the growing e-mail list.

Print

AvreaFoster creates a number of print ads for *AARP The Magazine* that promotes the AARP Travel Center to the membership at large. Ads have ranged from brand awareness advertising to ads with more promotional focus.

HTML Email

AvreaFoster created Expedia's html e-mails for AARP's Membership Relationship Management (MRM) — an e-mail program at AARP that houses travel offers for AARP members.

Sample Rate Card

Below is some sample pricing from a few projects we've completed for EAN. These price ranges are generic samples and can vary from project to project. They do not include production or the purchase of stock photography. Pricing is negotiable based on volume of work.

Print Advertising: \$4500

Includes 3 creative concepts, design and copy, plus 3 rounds of revisions and delivery of hi-res files.

Direct Mail: \$4500-\$6500

Includes 3 creative concepts, design, copy, and production management, plus 3 rounds of revisions and delivery of hi-res files.

E-mail Campaign: \$6500

Includes 3 creative concepts, design, copy, html programming, plus 3 rounds of revisions and delivery of hi-res files.

"We've been pleased with AvreaFoster's work on the AARP Travel Center powered by Expedia account. They demonstrate professional account management and have consistently met our email, web and print needs"

--Tim Fitzgerald, Senior Director, AARP Services

Online Banner Ads

AvreaFoster creates a multitude of online banner ads for the AARP Travel Center. Our web banner experience includes creating simple web banners as well as Flash-based designs that incorporate simple animation.

Booking Widget

AvreaFoster designed and developed an online banner that housed the AARP Travel Center booking engine. This "booking widget" banner draws traffic directly into search results on the AARP Travel Center from any external site it sits on.

Banner ad campaign: \$5500-\$7500

Includes 2-3 creative concepts, design, copy and programming, plus 3 rounds of revisions and delivery of hi-res files. (Advanced animation may cost more.)

Landing Page: \$4250-\$5250

Includes 2-3 creative concepts, design, copy and programming, plus 3 rounds of revisions and delivery of hi-res files. (Advanced animation may cost more.)

Contact Info:

Christina McKinney

Sr. Account Executive
christina.mckinney@avreafooster.com
214 259 3617 | direct
214 986 2292 | mobile
214 259 3663 | fax
www.AvreaFoster.com
An Omnicom Group Company

Suzanne Miller

Vice President, Client Relationships
suzanne.miller@avreafooster.com
214 259 3619 | direct
214 986 2287 | mobile
214 259 3670 | fax
www.AvreaFoster.com
An Omnicom Group Company