

# Online, Print & Broadcast Advertising



**D**rawing on decades of experience, MNM works with clients to determine the most effective communication channels to deliver a message to an audience. The MNM team guides clients every step of the way through the intricate process of creating, testing, placing and evaluating an effective advertising campaign. MNM situates its clients' paid advertising within a broader strategic framework that ensures the value of every dollar is maximized.

## Campaign Advertising

MNM's work for the San Diego County Taxpayers Association PAC in the November 2016 election demonstrates the impact of an effective advertising campaign. MNM developed an advertising strategy that blended online, print and broadcast advertisements to communicate SDCTA PAC's recommendations on five tax-related measures on local ballots. In each case, voters agreed with SDCTA's recommendation.

## Consumer Advertising

After finding room for improvement in its Sacramento-area customer satisfaction survey, California American Water wanted to help educate customers about how infrastructure investments affect water rates. To efficiently target the audience most likely to be paying a water bill, MNM developed an integrated advertising campaign that included direct mail, online advertising, door-to-door visits and bill inserts. Follow-up surveys showed a significant jump in customer satisfaction, reflecting the success of MNM's approach.



**MANOLATOS  
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