

### **Selected Experience in Entertainment and Sports Marketing**

- Multi-country study in Asia for programming sports events.
- Conducted a European study for promotion of soccer in selected countries.
- Competitive Intelligence Study in the US for programming of sports events.
- Conducted focus groups in the Middle East about attitudes towards sports events.
- Conducted focus groups in major US cities about preferences Hispanics, African Americans, and Asians have when watching TV sports events.
- Conducted study on Scotland Golf Travel Industry. This study determined Scotland to be a Golf destination due to an increase in number of golf tourists from the US.
- Worldwide qualitative study regarding promotion for soccer/football fans.
- Conducted telephone interviews with business owners, managing directors, and IT decision makers in SME's.

### **A Sample of Our Past and Present Clients**

- ABC
- BBC
- Churchill & Co
- CNN
- NBC
- Visit Scotland