



# **2020:Marketing Communications LLC**

**A Few  
Good Clients  
Wanted**

# A Few Good Clients Wanted

- ❖ Advertising agencies & consultants
- ❖ Consumer products & services
- ❖ B2B products & services
- ❖ Media - broadcast, print, interactive
- ❖ New Product Development & Launch
- ❖ New Venture Development & Launch





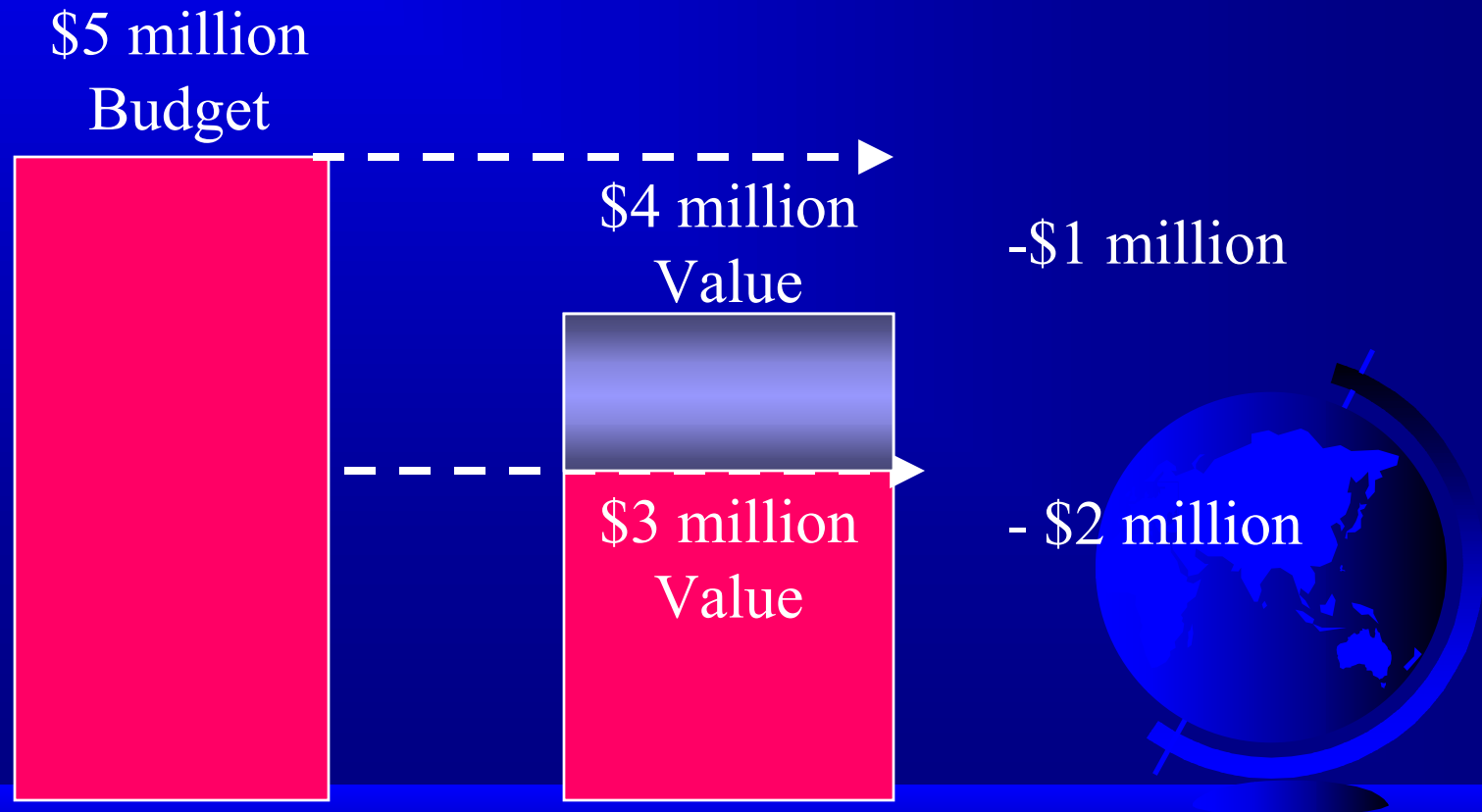
“I know that half of my advertising is wasted, I just don’t know which half.”

--John Wanamaker, 1885



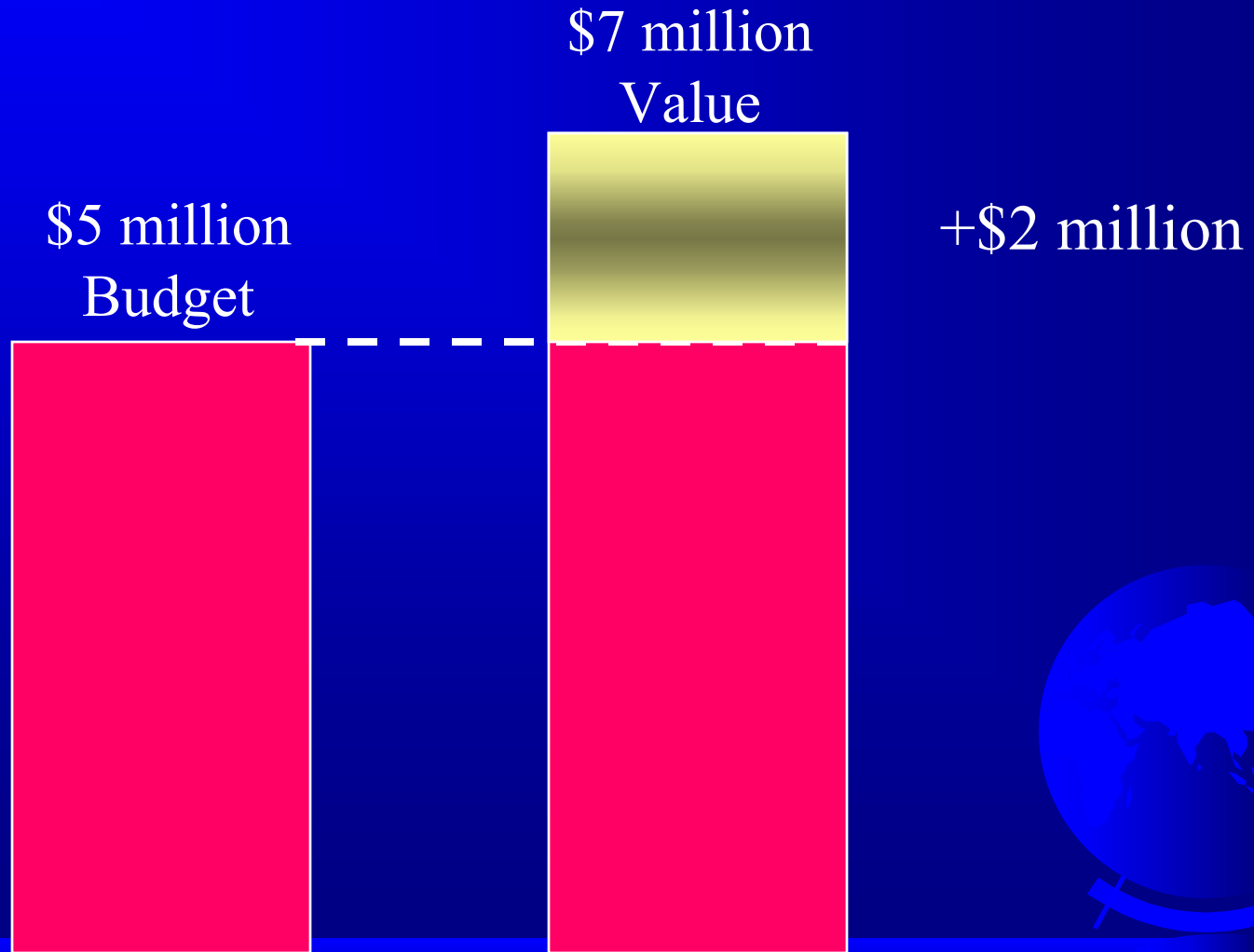
# Current Media Model

- Industry plans & buys ratings, not communication value
- Likely that budgets are not yielding full value



# Communications Model

- Delivers dividends in communication value



# 2020:Communications LLC

- ❖ A unique strategic marketing & communications company focused on maximizing stakeholder Equity and ROI from marketing
- ❖ Dedicated to helping successful, visionary clients become even more successful
- ❖ Created by senior executives from some of the best companies/agencies in the world
- ❖ Accesses specialized outside talent when needed
- ❖ Allows 2020 to affordably provide world class services



# Who We Are

## ❖ Ronald D. Geskey - CEO

- 30+ years experience at Leo Burnett, D'Arcy, Campbell Ewald, General Motors R\*Works
- Group Senior Vice President/Group Director, SVP Media Director, Director Strategic Planning & Market Research
- Masters degree & post graduate at Texas, Wharton, MSU, Northwestern
- Experience
  - ◆ Automotive, Consumer, B2B
  - ◆ Market Development
  - ◆ Branding & Positioning
  - ◆ New Products & Ventures
  - ◆ Dealer Groups
  - Marketing strategy, planning, research
  - Advertising
  - Media Director
  - Market Research
  - Creative Development
  - Promotion



# How We Can Help

- ❖ Media Planning & Buying
- ❖ In House Media Training
- ❖ Analyze Cost Effectiveness of Media/Marketing Investments
- ❖ Agency Searches
- ❖ Marketing Research Marketing, Branding, Positioning
- ❖ Advertising & Communications
- ❖ Creative Strategy & Development



# What We Can Do

1. Research
2. Analyze
3. Strategize
4. Recommend
5. Implement
6. Measure

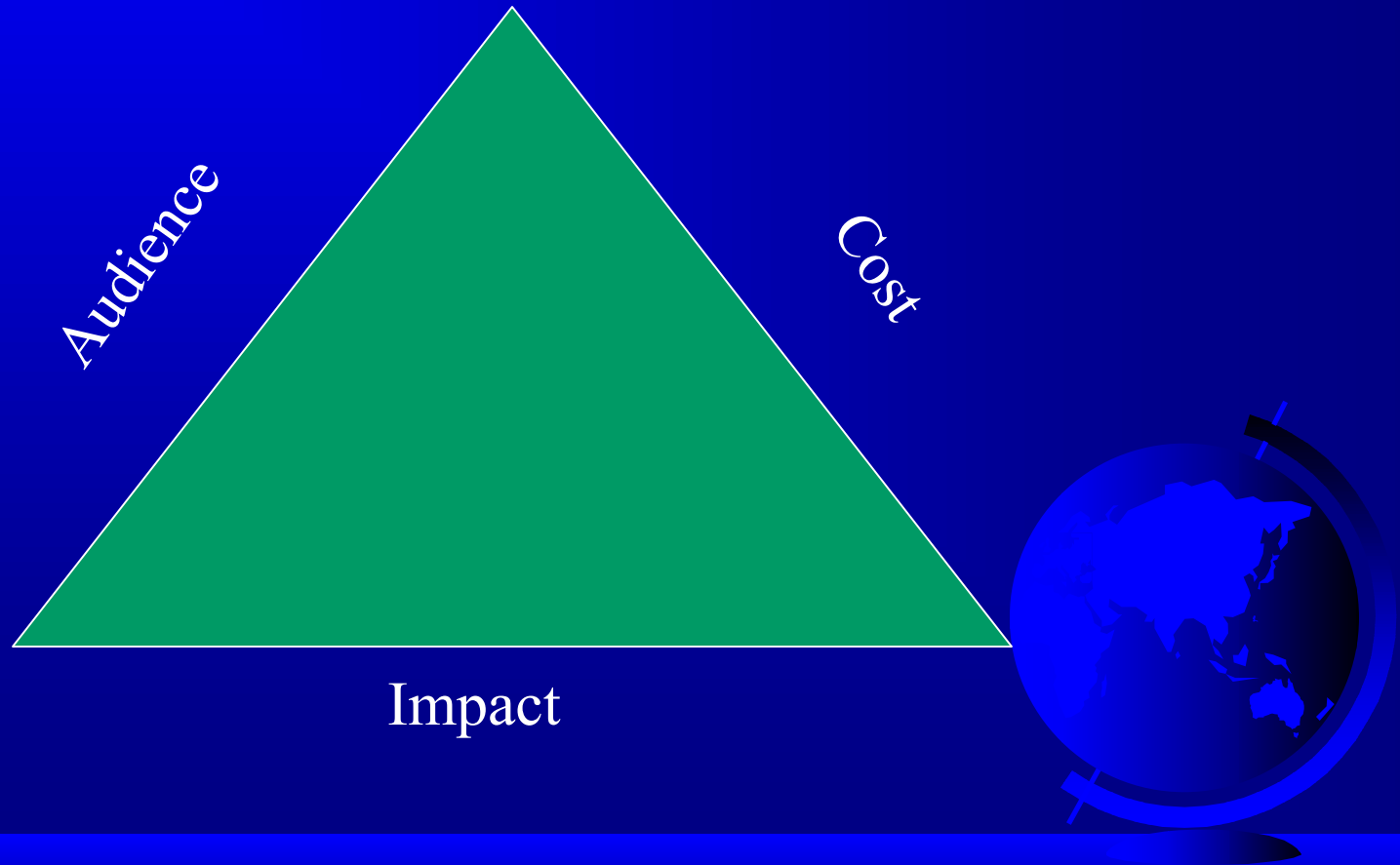


# Maximizing ROI

1. Strategic Foundation
2. Optimized Media Plan
3. Optimized Media Buying
4. Optimized Creative Execution



# Getting to ROI



# Why Are We So Confident?

- Over 30 years of experience
- Superior planning & buying knowledge
- Objectivity
- Have saved clients \$100s of millions
- Know media sellers' secrets
- Familiar with the research sellers don't present
- Look below the surface
- We succeed when you succeed!



# Contact 2020

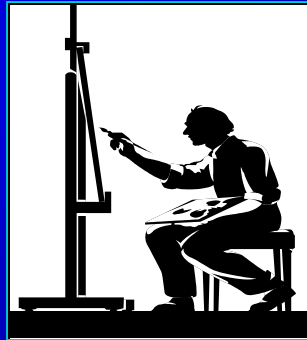
Ron Geskey, CEO

Email: [marketing2020@aol.com](mailto:marketing2020@aol.com)

Phone: 248-370-9022



*Combining the Power of Art and Science.*



# Advertising Cost Consultants

A DIVISION OF 2020:MARKETING COMMUNICATIONS LLC

