

BURKHEAD BRAND GROUP CREATES AUTOMOTIVE MARKETING TEAM.

Burkhead Brand Group (BBG) has formed an automotive marketing team to serve the emerging alternative fuel vehicles (AFV) category that is projected to introduce more than 40 new model vehicles in the coming decade.

“We plan on partnering with automotive manufacturers and dealers who are in the initial stages of bringing their new vehicles to market,” says Scott Burkhead, managing partner for Burkhead Brand Group’s automotive marketing team. “The technology is already here – now we’re leveraging our team’s deep knowledge of the traditional automotive industry against known consumer purchasing habits and environmental concerns to increase the likelihood of the early adoption of these new vehicles.”

Automotive trends forecaster, J.D. Power and Associates predicts that sales of hybrid AFVs, “will most likely continue to increase as the range of hybrid choices grows: Some 44 hybrids are expected to be on sale by 2012, up from 15 in 2008.”

The BBG Automotive Team’s leader is Ann Pollack, a long-time auto industry marketer who served on the original product development team for the Lexus nameplate at Toyota. “Our experience with lengthy product development timeframes tells us new-to-market manufacturers and product development teams should be gearing up now,” says Pollack. “AFV mandates are already in place in several states. Brands that wait will miss an opportunity to catch early technology adopters and establish themselves as ‘the household name’ in this category. Our team is ‘boots-on-the-ground’ ready.”

The BBG Automotive Team includes experienced auto industry and advertising professionals who have led a number of high-profile vehicle launches and marketing programs for more than 11 automotive brands. The six person team will support manufacturers’ product development efforts, target audience research and database development, public relations strategy and promotion, and provide pre- and post-launch creative services. For more information about the BBG AFV Marketing Team, visit: www.bbgintegrated.com/autoteam

About Burkhead Brand Group (BBG)

BBG is a fresh-thinking advertising and marketing agency with deep talent and experience gained from serving some of the world’s most successful companies for more than 25 years. Our strength lies in discovering the “sweet spot” where strategy and creativity come together to bring clients’ customers closer to their brands. BBG combines traditional media with emerging technologies to start global conversations that drive brand awareness, increase product sales and optimize return on investment. Visit www.bbgintegrated.com

Scott Burkhead, Managing Partner - Automotive

Burkhead built a nine-year relationship with Volvo Truck in



Greensboro, N.C. and helped Volvo reposition its brand with a powerful efficiency story. His ad campaign lifted the Volvo brand from seventh place to second place – out of seven national brands – in less than four years.

Ann Pollack, Automotive Marketing Team Lead

Pollack’s extensive experience in the automotive industry



includes product development and launch, marketing and sales management. Her career began at Ford where she worked on the Escort and Taurus programs. Pollack was recruited by Lexus and became its 15th employee. Pollack directed product development efforts for the ES250 and LS400. She later moved to Nissan U.S.A. and directed U.S. product planning for Infiniti, and electronics and accessories for Nissan. Pollack directed marketing efforts for a key 80-dealer western region for Nissan; then launched its first formal owner retention campaign.

Patricia Healey, Automotive PR Lead

As director, marketing communications for Nissan, U.S.A,



Healey is credited with producing: “Nissan Cruise Control,” a hands on, safe-driver program for teens, in partnership with Mothers Against Drunk Driving (MADD) and Bridgestone Tires; “The Carpool Parent of the Year Award,” and a child car seat safety program with the famed book, “What to Expect When You’re Expecting.”

Tim Maroney, Automotive Client Services Director



As head of one of Toyota’s most successful advertising agencies, Maroney developed the first consumer prospect database for the Lexus launch. He later developed the first desktop prospect management program that enabled Nissan dealers to create instant mailing lists. Maroney is also known for coining the phrase, “Certified Pre-Owned Vehicles.”

Bill Kamp, Automotive Creative Director



Kamp, whose career was built working for some of the hottest creative shops on Madison Avenue, was lead creative for Subaru’s national TV and print advertising and dealer ad programs. He created the “Inexpensive. And Built To Stay That Way”

campaign that catapulted Subaru from 7th to 4th place among U. S. imports.

Steve Mamarchev, Consumer Insights Lead




Mamarchev has conducted hundreds of car clinics and research for automotive clients. Commencing with his first research project for GM Canada. For three years, Mamarchev has handled research for Lincoln-Mercury and also directed research and account planning for Honda Canada, Volkswagen and Saturn.

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What a Noble Idea.**






The Noble G4

45 mpg city/55 mpg highway
Fuel: Natural Gas @ 87¢/gallon

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<p>Smart Car.</p>  <p>30 mpg city 41 mpg highway Fuel: Gasoline \$3.68/gallon</p>	<p>Genius Car.</p>  <p>45 mpg city 50 mpg highway Fuel: Natural Gas 87¢/gallon</p>
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The New Noble G4. Simply Brilliant.




**Built in America.
Fueled by America.**





45 mpg city/55 mpg highway
Fuel: Natural Gas @ 87¢/gallon

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The New Noble G4. Simply Brilliant.





<p>\$39.60 a fill-up.</p>  <p>Not so Smart.</p> <p>30 mpg city 41 mpg highway Fuel: Gasoline \$3.68/gallon</p>	<p>\$8.70 a fill-up.</p>  <p>Very Smart.</p> <p>45 mpg city 55 mpg highway Fuel: Natural Gas 87¢/gallon</p>
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The New Noble G4. Simply Brilliant.



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<p>Smart Car</p>  <p>30 mpg city 41 mpg highway Fuel: Gasoline \$3.68/gallon</p>	<p>Noble G4</p>  <p>45 mpg city 55 mpg highway Fuel: Natural Gas 87¢/gallon</p>
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The New Noble G4. Simply Brilliant.

