

PARKER : HAYDEN
advertising + design



The MRI / Parker:Hayden Partnership



**OPTION 1:
Creative A La Carte**

Parker:Hayden agrees to an average discounted billing rate of \$150.00/hour. This will include all account service, creative and account management. We will exempt presentation meetings from these hours. This is a rate below market for this account to maintain continuity and quality execution. Parker:Hayden would also like to request gift certificates to any Casa Olé Restaurant valued at \$200.00.



**OPTION 2:
If We Make The Meal,
We Should Be Allowed
to Shop for the Groceries**

Parker:Hayden understands MRI's desire to lower total investment of advertising dollars. To further a win-win strategy, Parker:Hayden is amenable to lowering the MRI rate to an unprecedented rate of \$130 per hour in exchange for the handling, buying & placing of all MRI media.

Parker:Hayden will earn the additional 7.5% commission on those buys. We base this proposal upon Casa Ole's 2008 budget of \$1,054,000.



Benefits under this agreement:

Media Will Include:

(Part of the 7.5% commission)

- Media planning, buying, maintenance and auditing.
- Account service including project management.
- ParkerHayden store visits (travel expenses billed net with proof) to Beaumont and Waco (frequency to be agreed upon).
- Marketing — all time in strategy, planning and consulting on marketing MRI's brands.

Creative Will include

(Billed separately as part
of our creative fees.)

- Creative including concept, copy, design, art direction and production.
- Production time — that is, time spent by agency to produce approved creative from print to broadcast.
- All creative will be billed according to an agreed upon estimate; separate from media.



Benefits under this agreement:

The Win-Win in MRI designating ParkerHayden to handle media:

- ParkerHayden takes a marketing approach to media planning rather than a buyer's approach.
- We look deeper than the numbers into the audience engagement factors that make media effective.
- We don't own iPods.
- We don't own satellite radios.
- We find the diamonds in the rough that present us with opportunities for efficiencies.
- We adjust our schedule according to SALES results.
- We know how to plan and buy in ALL Media comprehensively and can determine the best medium among:
 - Television
 - Radio
 - Print (magazines and newspapers)
 - Outdoor
 - Internet/Web
 - Email
- We are flexible in our scheduling to adjust as feedback is collected.
- We pursue opportunities to become part of a medium's culture.
- We pursue added value opportunities that will create excitement around your brand.
- We know what stations truly reach Casa Ole's customers.
- ParkerHayden employs the latest technology that is used by top agencies around the country. This technology holds no additional cost to MRI.
- ParkerHayden will conduct audits on invoicing to ensure that buys are executed according to plan. Invoices will be billed directly to MRI, but copies will be sent to ParkerHayden.
- ParkerHayden will INTEGRATE media more effectively into the overall communications plan.



Why the consolidation of Casa Ole's marketing, media and creative is more effective and efficient:

- Responsive:** ParkerHayden will be handling other aspects of Casa Ole's business and will therefore be able to respond faster.
- Clear:** Our media reports are clear, concise and easy to understand.
- Flexible:** We are able to adjust the media schedule based upon feedback from our clients and do what needs to be done to overcome market conditions.
- Service:** Added service will allow us to be a true partner with MRI.
- Value:** This delivers the value MRI seeks and creates a win-win for both.