

Marketing Committee Meeting  
September 3, 2009

In attendance:

Kathi Leiden, Rick Migal, Molly Kuhl and Carmen Ballering

We welcomed new committee member Carmen Ballering of Event Decorating Academy in Milwaukee, WI, to the group. Carmen's perspective from the retail/decorator viewpoint will be a welcome addition.

Our discussion focused on review of the Marketing Committee's efforts this year for presentation at Annual Conference. As Carmen is new to the committee it was an excellent opportunity to get he caught up to speed as well.

Accomplishments to date:

Creation of the Bring Balloons slogan and logo finalized March 2009

- Press Release – March 2009
- Bringballoons.com domain name is registered in April 09 with whois.com for 2 years - donated by Lee Kaufman
- Show us Your Logo Campaign is placed on IBA Web site – April 09
- Article in BRC – July Column encouraging use of the logo on ads, business cards, web sites, and email signatures
- 5,000 Bring Balloons foils donated by Anagram – 100 inflated and displayed at Balloon Camp

Further development of the Bring Balloons campaign was discussed and it was determined that immediate action should be taken to get the Bringballoons.com Web site up and running. Carmen volunteered the use of her web site software to create the web site. We will determine copy/graphics/content as a team. The Web site will be used as the base of operations for the campaign housing information like press releases, videos, ads, etc. to promote the campaign. It will be used to advertise Bring Balloons promo items such as tee shirts, bumper stickers, window clings, totes, and logo'd latex/foil balloons as well as used to drive IBA Membership. Carmen offered that retail members could be listed on the site and advertising banners could be offered to help offset costs. Carmen also offered that she has had success with Google pay-per-click advertising to drive views to her own web site – an idea that will be explored further.

The creation of ads for retail members to use for different occasions was also discussed such as: In the Doghouse? Celebrating Straight A's? Did you say Party? Want to Express Your Love? Need a Smile? Again Carmen offered that she could put together some ads using her software if committee members could send graphics and ideas. All on the call agreed to forward their graphics and ideas to Carmen.

Marty will put these accomplishments and projects in development on behalf of the Marketing Committee on the Power Point to be presented to the IBA membership in St. Louis. Marty also informed committee members that tee-shirts with the Bring Balloons logo will be printed and given to attendees at the IBA Annual conference in Welcome bags. Marty will see to it that some Bring Balloons foils will also be included.