



CEO MARY BARRA



CEO JIM FARLEY



CMO OLIVIER FRANCOIS

DETROIT'S DIGITAL ADS: \$4 BILLION

GM CEO Mary Barra and Detroit Digital CEO Greg Swan. Our Kristine Bonds worked *inside* GM and sung for GM's agency band "Agent Mojo" at Carat.

FORD CEO Jim Farley and Kristine Bonds; **Stellantis CMO Olivier Francois** and Swan.



RESULTS: 35 DETROIT offices opened by our ad sales to **3 of World's Top 10 Advertisers**.



\$50,000,000 in digital sales **since 2009** by **relationship selling**: **Ad Tech** wins Detroit at the C-Level client leveraging **Detroit | Digital**.



BIG 3 ADVERTISING AMBASSADORS
1 MONTH CONTRACTS | 10% | \$1M QUOTA



Kristine is our "Rainmaker" averaging \$6M in digital sales. Ex: She took Stellantis from \$2M to \$6M - TWICE, proving "No Fluke".

Detroit | Digital: Impactful; high level connections at **Ford** and **GTB**.



2011: UM's Eminem Super Bowl commercial collectively foreshadows Detroit's comeback.

2015: Detroit Digital & Eminem produce: **Heroes Of Detroit** => vimeo.com/95873491 | Password: HeroesOfDetroit. Includes the late Sergio Marchionne.



Ford: ELECTRIC F150, Bronco, Mach-E
2021 Jeep: Wagoneer. Cadillac: Lyriq



TRUCK Capital: Jeep, F-150, Silverado, RAM, and Sierra.



BATPHONE: AUTO ADVERTISING
Detroit | Digital
Greg@DetDig.com
c | 248 667 2722
Kristine@DetDig.com
100 GM Renaissance Center
Detroit, MI 48243
DetDig.com | DetroitDigitalAdvertising.com

