

ADTECH'S CAR KEYS

DETROIT DIGITAL



BIG 3 + ADTECH

DETDIG.COM

BEEN THERE & DONE IT.





Bob Lutz
Detroit Automotive legend,
GM Vice Chairman
Father of:
Dodge Viper, Plymouth Prowler,
Ford Explorer, Chevrolet Volt
(Swan's father's old boss)

"Tesla is headed for the graveyard" - 2018

The ONE THING Bob got wrong.

Coming up: Car Keys - Relationships
in the Automotive Vertical: Visual proof...



Mary Beth Duffy

Product Management/Connected Services **Stellantis' 4 new EV platforms** | I got her the job through Marissa. Our parents are buried RIGHT NEXT to each other.



Detroit **Royalty**: The Fords



They bought the Lions November 22, 1963, the same HOUR JFK was shot. And yet, they gave us Barry Sanders, the consensus "Greatest Running back in NFL History"
Important meeting coming up? Blow it off and watch this=>
<https://www.youtube.com/watch?v=JoEfA3jD1U4>



Greg Swan's LinkedIn 1st Degree Connections

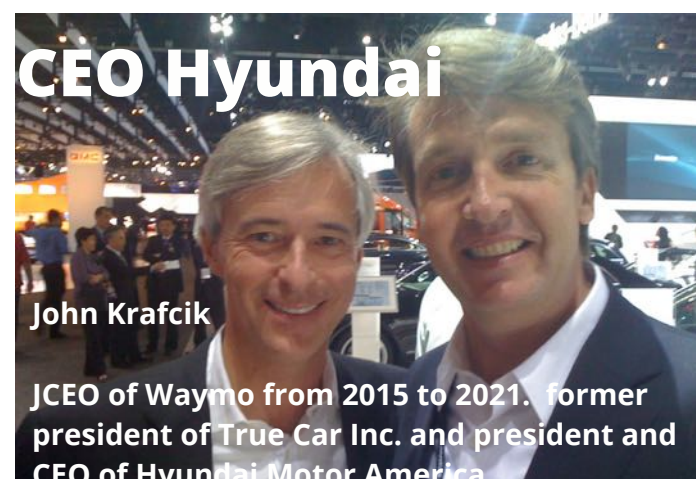
American

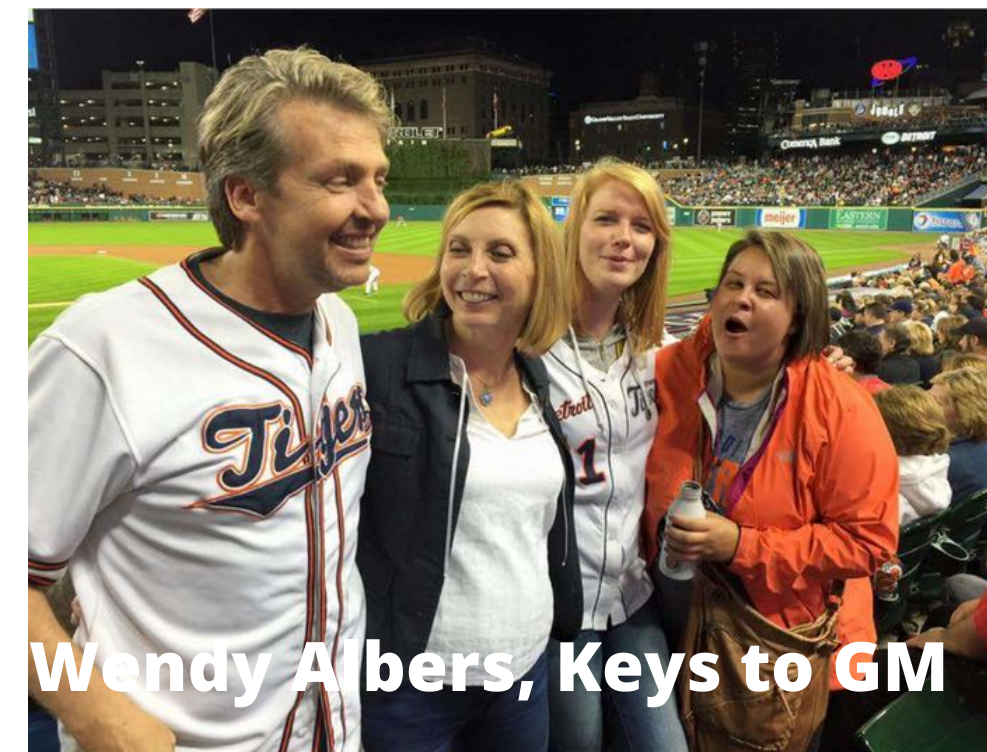
Import

Stellantis	45	GM	581				
FCA	188	Chevrolet	380				
RAM	113	Buick	205	Toyota	100	Nissan	91
Chrysler	124	GMC	197	Honda	59	Lexus	43
Jeep	51	Hummer	39	Subaru	38	Acura	16
Alpha Romeo	1	Cadillac	243	Hyundai	58	Audi	68
MRM	103	General Motors	540	KIA	41	Volkswagen	62
MRM McCann	65	Martin Retail	38	Mercedes	15	BMW	42
UM	126	Carat	254	Quicken	21	Jaguar	57
		Digitas	108	Rocket	14	Volvo	41
Ford	864	Dentsu	74	Mitsubishi	7	Infiniti	1
Ford Motor Company	394	Dentsu Aegis	44	Mazda	89	+ Agencies	
Ford Sales	260	Amnet	22				
Lincoln	337	Starcom	243				
GTB	335	CE	24				
Team Detroit	1000+	Campbell Ewald	308				
DP+	25	Shift Digital	83				
Ford Direct	115						



Forbes October 2021: "Olivier Francois is the #1 CMO in Auto." He is a close friend of Swan.





With Team Detroit - \$1.5B Digital Spend
Detroit Digital was one of two non-members invited to Adam Erhard's going away





with John Felice- Ford
Global VP Sales



Phil Rzepka, Kevin Brown - Keys to GM



Kevin Brown - In band with wife, at
Rolling Stones



Wendy Albers:
GM Gatekeeper



Alex:
Ford Client



Greg Swan -
O, Detroit Digital

Kevin Brown -
Lead GM Buyer - Carat

Andy Prakken -
Lead Ford Direct Byer

Keith Tomatore -
Lead Ford Buyer
Team Detroit

CEO MARY BARRA

CEO JIM FARLEY

CMO OLIVIER FRANÇOIS

Detroit's Digital Yearly: \$4 BILLION

DETROIT is electric! GM CEO Mary Barra and Detroit|Digital's Greg Swan. Kristine Bonds worked at GM; sung for band "Agent Mojo" at Carat.

DETROIT DIGITAL

DETROIT DIGITAL

RESULTS: 35 7 figure WINNERS! Adtech scores with Detroit's **FOUR Super Bowl** Advertisers.

\$50,000,000 SOLD since 2009 through GREAT relationships. Adtech's *Motown success* = GM, Ford, Stellantis & Rocket + Detroit|Digital.

FORD'S ROYALTY

BIG 3 + ADTECH
 DETDIG.COM

DETROIT DIGITAL

BIG 3 ADVERTISING AMBASSADORS
 CONSULT: 1/2 COST OF HIRING; TWICE AS NICE
 DETROITDIGITALADVERTISING.COM | DETDIG.COM

RAINMAKER: Kristine is a Tier 2 specialist averaging \$6M in digital sales, often tripling existing revenue. Her father Bill is a Detroit ICON making her the heir to BEING BONDS. Detroit|Digital: Impact at Ford and GTB.

PSA: OPIOIDS

Alveda King & Kristine Bonds

FORD CEO JIM FARLEY

HEROES OF DETROIT

EMINEM

BILLY BONDS

DETROIT'S **SUPER MOMENT** - RAM chief: UM, Eminem collectively foreshadow Detroit's rise.

DETROIT Hero

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

ELECTRIC HUMMER ELECTRIC F-150

NEW: Lightning, Bronco, Mach-E, Maverick, Wagoneer, Lyriq, Hummer.

DETROIT: Super Bowl City
 CADILLAC: WILL SEIDELL
 JEEP: BRUCE SPRINGSTEEN
 FORD: FINISH STRONG
 ROCKET: TRACY MORGAN

October 26, 2021: GM President Mark Reuss adds 40,000 charging stations.

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

Jeep

VIPER MAKER
 RALPH GILLES

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 Detroit|Digital
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Greg@DetDig.com
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Kristine@DetDig.com
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DetDig.com | DetroitDigitalAdvertising.com

DETROIT DIGITAL CMO

Jim Farley

Steve Odell

Marissa Hunter

Tim Mahoney

Olivier Francois

GM

Ford

FCA

CEO

Alan Mulally

Mary Barra

Jim Hackett

Sergio Marchionne

Alan Batey

DETROIT DIGITAL helps CEOs and CROs of digital marketers gain access to C-level executives such as [Jim Farley](#), [Steve Odell](#), [Marissa Hunter](#), [Tim Mahoney](#), [Olivier Francois](#), [Alan Mulally](#), [Mary Barra](#), [Jim Hackett](#), [Sergio Marchionne](#) and [Alan Batey](#). We've transitioned new tech into full-time Detroit offices 35 times since 2009 while selling **\$44M** in media. How? By getting creative and producing [Heroes of Detroit](#) (Password: HeroesOfDetroit). For example, this year we're [running for Congress](#) to [save Detroit's future in auto](#) which necessitates [setting meetings through the August primary](#) with our friends above.

Are you successful everywhere **but** finicky Detroit? We'll pre-vet OEM demand potential for your digital solutions → sell in a test → scale. Automotive is the world's [largest category](#) and Detroit offers [#3, #6, and #8 of the biggest ad spenders](#). If you have the patience to break auto here and our clients see your potential to help them, we'll set up a test. Success = scale. Failure = early release from us. Fair? **A: 30 conference call determines a fit.** What happens next could be **BIG**. If you want what Detroit has and are willing to accept how we do business here – you're ready to take certain steps. **Step 1** Call us. **Step 2** We average 2 for 3 of the [BIG 3](#).

Greg Swan Greg@DetDig.com c | 248 667 2722 Kristine Bonds Kristine@DetDig.com c | 917 340 0632 2140 Walnut Lake Road West Bloomfield MI 48323



**Toyota
President**



**United States
President**



**Audi
President**



**POTUS backs
Detroit this week.**



**Ford Global Communications
- a Brit like me.**



**POTUS backs
Detroit this week.**



Matt Van Dyke - Ford CMO



Alan Batey, GM Global Lead



Ron Frederick -
Mentor, 2nd most connected
next to me.

Imports, Facebook, Google: Covered.



CEO Mercedes

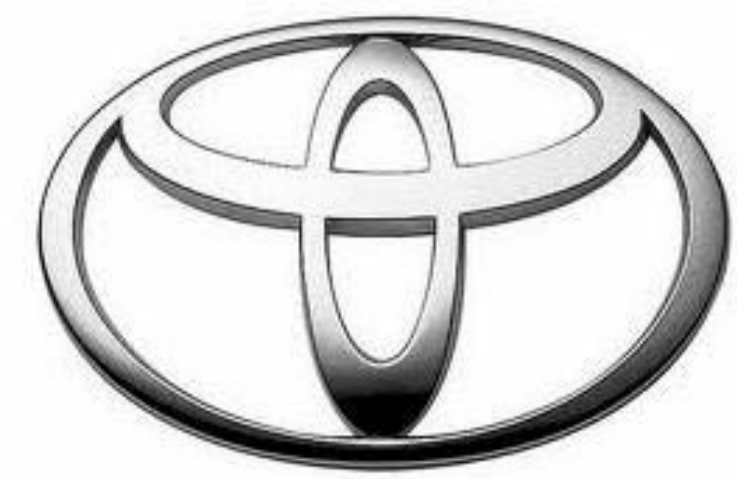


Chairman, Toyota.



<=Facebook|Google=>
Budget Enemies - so we keep close..





Ryan
Zemmin

CHEVROLET
Digital
Director



Experience: 34 for 35, CMO runner up - Hyundai. Sandler System Expert.



Auto Vertical Strategy

NEW YORK  DIGITAL



DETROIT  DIGITAL



BIG THREE ONLINE ADVERTISING SALES SPECIALISTS

LA  DIGITAL



WHAT YOU GET.



Investment: Detroit Digital offers full media sales coverage to the Detroit automotive vertical for less than half the cost of a typical sales person with over double the coverage.



Weekly written progress reports, 1-hour weekly conference calls, clear and prompt communication with employee-like responsiveness and frequent red carpet escorted visits for our clients to our advertising partners.



Added value: We service automotive ad sales offices in [LA](#) and [NY](#) for complete coverage of the entire [automotive vertical](#). This allows us to offer first right refusal on category exclusives, which often expedites POs.

WHAT WE DO.



We set meeting with key digital advertising decision makers, giving our clients the opportunity to present their unique case. This typically results in RFPs and a healthy pipeline.



Our Detroit born and raised personal staff makes face-to-face sales calls with Ford, General Motors and Chrysler's defined digital advertising decision makers in the automotive advertising industry every month.



Over 1,000 in-person meetings in Detroit every year.

Sales staff
MUST: Pass
the...



Objective
Management
Test. Always
right.

Rule 1: Exclusive gets initial Traction.

RULE #1: EXCLUSIVE OR DIE

▪ Incredibly – most car marketers miss this. So when something does work – it gets carted in front of your competitors to conquest YOU...evening the playing field at best.

This is NOT conquering.



▪ Detroit Digital's contracts are for the entire US Auto vertical – enabling us to offer exclusives that have meaning and results.

(AND THAT'S NOT FUNNY)

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Schmooze or lose

To: Greg Swan; Jeff Washburn;
Subject: Thanks Again

Again I want to say thanks for the playoff experience. We really had a great time despite the loss. I was blown away by the pace of the game. And thanks for the Alumni room experience. That was definitely a once in a lifetime.

Sandy & Dave



Then Head of ALL GM Digital - Todd Riley and his wife.

From: Todd Riley [mailto:triley@donorus.com]

Hi Greg. Can't remember if I thanked you for the Hockey memories, but thanks. I can do a 9:30 or 4:00 on the 14th. Will that work?



Greg Swan and wife Kristine, R.L. Polk professional researcher, who entertained the Riley's at the 2008 Stanley Cup. Photo: By Todd Riley



Now runs Jaguar →

Greg!
Thanks so much for a fun day @ the PGA! It was fun to see our favorite players and to meet your great wife! We had a ton of fun with the both of you. Looking forward to a few holes & golf - hangin' with ya!
Thanks Again: hi to Kristine. @ Biker

Mrs Bethany S Mach
540 N 2nd St
St Clair, MI 48079-5490



Greg Swan

5319 Tequesta Dr.
West Bloomfield, MI
48323

Big Ticket Schmoozing PGA, Stanley Cup

Digital Investment and Strategy Planning
Team Detroit. Swan and wife entertained the Mach's at the 2008 PGA.



90TH PGA
CHAMPIONSHIP
OAKLAND HILLS COUNTRY CLUB
PGA



PHIL RZEBKA-
HEAD OF CARAT
DETROIT



MATT BENTLEY- TEAM DETROIT

EMILY THAYER
MEDIA PLANNER,
DIGITAL STRATEGY –
TEAM DETROIT



PATRICK ESLINGER-
FORD LEAD- TEAM
DETROIT



JOHN W. MENDAL- EVP-
AMERICAN HONDA MOTOR
COMPANY



JEFF CONRAD- EVP-
NATIONAL SALES - ACURA



MICHAEL J. ACCAVITTI-
SVP AND GENERAL
MANAGER OF ACURA
DIVISION



VJ IYER- HEAD OF
COMMUNICATIONS
ON-STAR
CARO PROBST-
HEAD OF SOCIAL
MEDIA-
CHEVROLET



JOHN MCFARLAND-
HEAD OF SOCIAL
MEDIA- GM



JOHN FELICE- GLOBAL
VP- SALES- FORD



RYAN ZEMMIN- DIGITAL
DIRECTOR- CHEVROLET



DAVE ZUCHOWSKI,
PRESIDENT AND CEO OF
HYUNDAI NORTH AMERICA



RUSSEL WAGER-
VP MARKETING- MAZDA
NORTH AMERICA



STEVE SHANNON- VP-
MARKETING- HYUNDAI
NORTH AMERICA



JAMES O'SULLIVAN-
PRESIDENT AND CEO-
MAZDA NORTH AMERICA



BRAD SIMMONS
DIRECTOR,
OFFICE OF THE
EXECUTIVE
CHAIRMAN- FORD



ALEX HULTGREN-
EUROPE DIGITAL
MEDIA MANAGER-
FORD/LINCOLN



SCOTT MONTY- VP
SOCIAL MEDIA- FORD



MATT VAN DYKE-
HEAD OF
COMMUNICATIONS/
ADVERTISING- FORD



TOM DOLL- PRESIDENT
AND CEO- SUBARU



MICHAEL MCHALE-
DIRECTOR OF CORPORATE
COMMUNICATIONS-
SUBARU



UWE ELLINGHAUS-
CMO- CADILLAC



JIM VERPILLAT- EVP-
GLOBAL- CADILLAC



CHERYL SELLERS- LEAD DIGITAL/
INTERNATIONAL WEBSITE
MANAGER- CADILLAC



SHERRIE WEITZMAN-
NATIONAL ADVERTISING
MANAGER- CADILLAC



Besties:
Cadillac
CMO



MARISSA HUNTER-
VP OF ADVERTISING-
RAM TRUCK



SUSAN THOMPSON-
DIRECTOR OF MEDIA-
CHRYSLER



KIM ADAMS HOUSE-
HEAD ADVERTISING-
JEEP



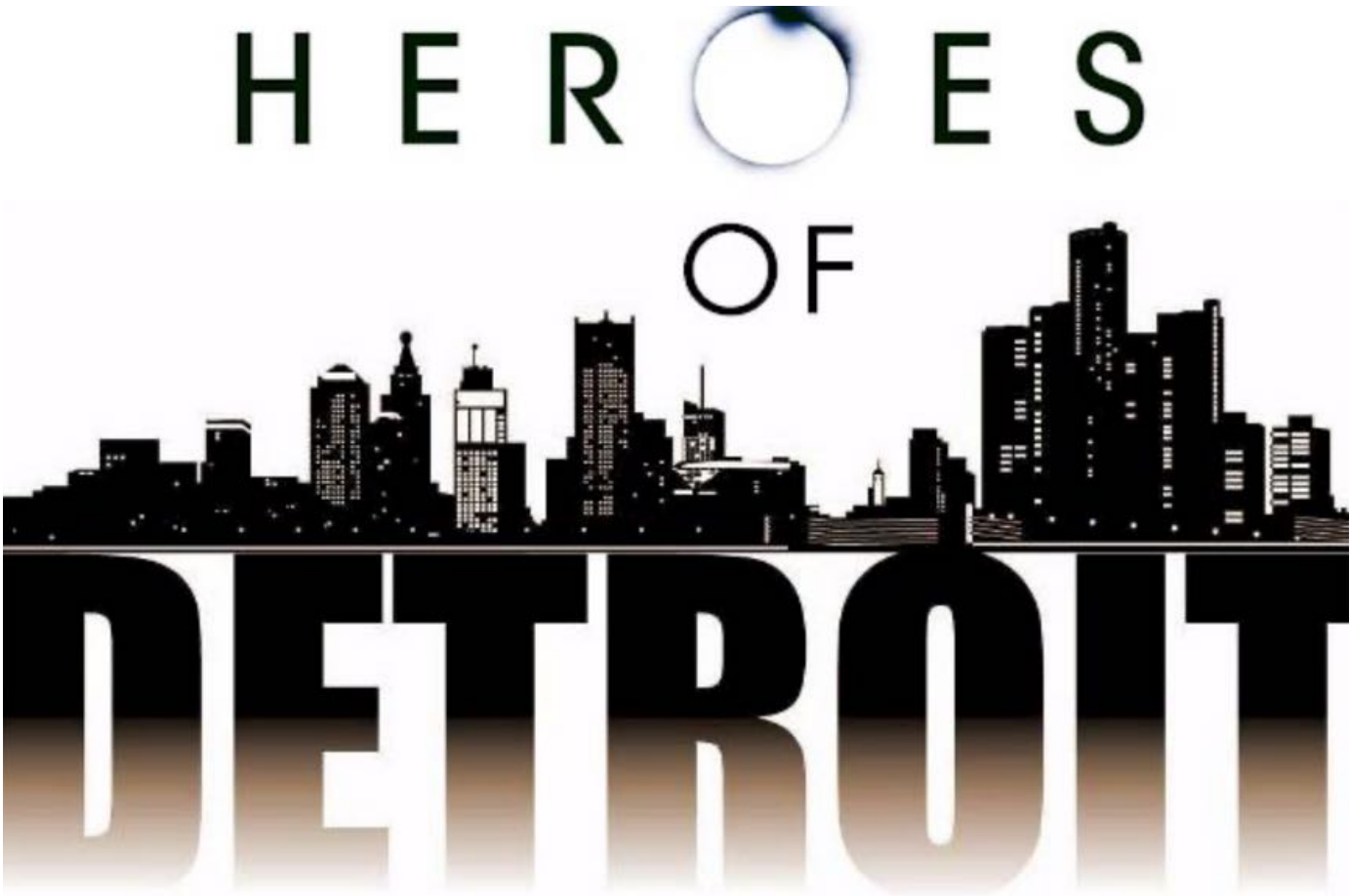
PRESIDENT - LEXUS



General Manager Lexus



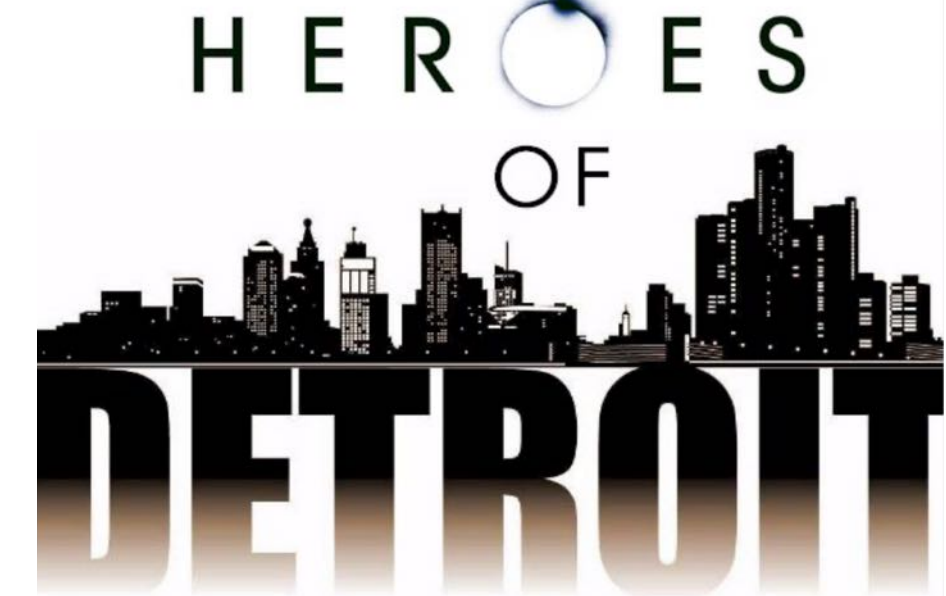
Jeff Conrad EVP –
General Manager Acura



**Independant Journalism -
Opened every CMO door for me in Auto.**



More interviews which always lead to a follow up meeting for digital ad sales.



Jim Vurpillat - Director, Global Marketing at Cadillac
<https://youtu.be/7LUD6Un9l8A>

Jim Campbell VP GM
<https://youtu.be/KNzePtlw9CM>

Steve Shannon - A Hero of Detroit Detroit for 25 yrs, now VP of Marketing for Hyundai
<https://youtu.be/SAfDQnFTAwc>

Alan Batey - GM President of North America for "Heroes of Detroit"
<https://youtu.be/LEn117fSREE>

John Mendell, Executive Vice President, Honda Motor Company
<https://youtu.be/p6lHxbUGe9w>

Scott Keogh, President of Audi of America. <https://youtu.be/WOSlOpXoTiM>

Ola Källenius; Executive Vice President of Sales and Marketing Mercedes-Benz
https://youtu.be/_nkJ5aqRrDc

Bill Bonds Introduction
<https://youtu.be/kAs2DEcl-X4>

Legendary L. Brooks Patterson introduces Senator Mike Kowall's Granddaughter
<https://youtu.be/QHFmoaeGIWM>

Bill Bonds on COMEBACK and Mary Barra
<https://youtu.be/LNTWvBhWjWE>

Uwe Ellinghaus, CMO- Cadillac!
<https://youtu.be/pyR4wZ-0f1E>

Jim Palmer (Rough Cut) Clip going into "Heroes of Detroit"
<https://youtu.be/703LAvGyaDY>

Andy Palmer, Chief Planning Officer, Nissan Motor Company
https://youtu.be/u_TAanp9oBM

John Loveless: Former Executive Vice President of Sales, Kia
<https://youtu.be/AbNCojAsOSo>

Conclusion: Whether creating success through a Motor Trend Awards page, "Heroes of Detroit", or selling a \$25M Conquesting play to GM - Gregory Swan's prolific experience and OEM C-level connections make him the most diversified Digital Ad Man in the automotive Vertical.

Good News: Swan turned 60 December 1, 2021. To celebrate, he's offering Auto Adtech Representation @ 1/2 the price - *and twice as nice!*



~Scout's Honor