



INNOVID

in-video innovation

DETROIT  DIGITAL



The following face deck is all from 2012...



ON GUARD FOR 180 YEARS

Detroit Free Press

Thursday 1.5.2012

www.freep.com

A GANNETT COMPANY

DETROIT  DIGITAL



Detroit is back...

and once again the BIG

spender of ALL companies:

GM #3*

Ford #13*

Chrysler #1 increase*

*Ad Age

DECEMBER PHOTO BY ANDRE J. JACKSON/DETROIT FREE PRESS

...s her mother, Ellen Phelan, who has Alzheimer's, at her Leonard home. Hart, her doctor spent months searching for Adderall, a hyperactivity medicine Hart has

2011 VEHICLE SALES



↑ 11%

↑ 26%

↑ 13%



DETROIT AUTOMAKERS EACH GAIN MARKET SHARE FOR THE FIRST TIME SINCE 1988. 1B

2011 WINNERS, LOSERS, SURPRISES. 1B

Big year, brighter road for Detroit 3

Strong sales bring on optimism

2012~Q2-Q4:

CAN JUST ONE

PERSON

IN CHICAGO

HANDLE

DETROIT

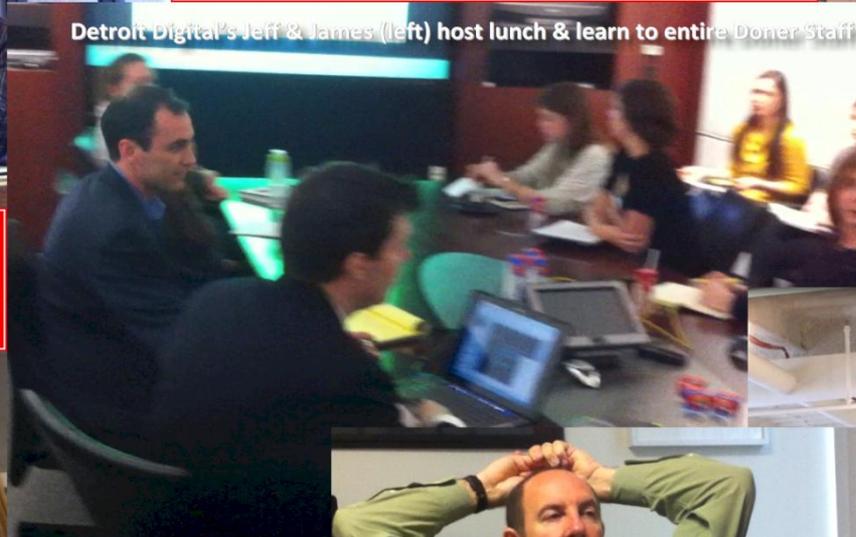
FOR



Constant meetings - 1000 per year... these were ALL in the last 2 weeks



Dave Spencer, Karen Campbell- C-E



Detroit Digital's Jeff & James (left) host lunch & learn to entire Doner Staff



Diane Gagnier - Chrysler



Freda Bane-Prastitis - Chrysler



Mark Brown - Team Mazda



John Grey - Team Detroit

WINGS





CEO - FORD





CHEV

CEO - GM



CEO - GM



CEO - CHRYSLER





PRESIDENT - GM

PRESIDENT - GM

PRESIDENT - GM



A photograph of two men in dark blue suits standing together at what appears to be an automotive event. The man on the left is smiling and wearing a white shirt and a blue and white striped tie. The man on the right is also smiling and wearing a white shirt and a blue lanyard. In the background, other people in business attire and a white car are visible.

PRESIDENT - FORD



PRESIDENT - CHRYSLER

PRESIDENT - JEEP



PRESIDENT - GM EUROPE



PRESIDENT – DODGE/SRT



PRESIDENT – SMART CAR



CMO - FORD



VP SALES – FORD

MKZ CONCE



CMO - CHEVROLET





CMO - BUICK



LEAD DIGITAL - CHEVROLET





LEAD DESIGN - LINCOLN





LEAD DESIGN - GM

PRESIDENT - VOLVO



PRESIDENT - NISSAN



DETROIT DIGITAL





PRESIDENT - VW



CMO - NISSAN



CMO - BMW



DETROIT  DIGITAL



GOVERNOR - MICHIGAN



US SENATOR - MICHIGAN



VP - BMW





PRESIDENT & COO - TOYOTA



CEO - MAZERATI





CMO - ACURA





CEO - MAZDA

2012
MEDIA
JAMES HILL
DETROIT DIGITAL

DETROIT DIGITAL





CMO - KIA





HEAD OF PRODUCT - HONDA

DETROIT DIGITAL



CEO - PORSCHE





CMO - SCION



PRESIDENT - LEXUS





LAST ONE...
WE ALWAYS HAVE FUN.
COMEDIAN JON LOVITZ



INNOVID... Let us help you get a ring!

DETROIT **D** DIGITAL



G R E G S W A N

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