

# INNOVATION IN DETROIT

1. See clients listed in here →
2. See agency at top; planners
3. Secure all new launch RFPS
4. Submit conquest plans
5. Secure tests/IOs
6. Become enterprise vendor



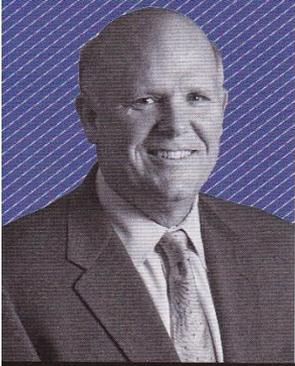


# Innovid's Detroit Plan



Present to all brands and media buying agencies by October 1, 2012





# 01

**DANIEL F. AKERSON**

**Chairman and CEO**



# 07

**MARK L. REUSS**  
**GM Vice President and President, North America**

Reuss is responsible for GM's performance, manufacturing, portfolio, and dealer networks in the United States, Canada, and Mexico. Reuss managed GM's operations in Australia and New Zealand as chairman and managing director of GM Holden Ltd. from February 2008 until July 2009. He is a licensed Grand-Am Road Racing driver. A mechanical engineer, he began his career with GM in 1983.



# 15

**JOEL EWANICK**  
**Vice President, Global Chief Marketing Officer**

Ewanick was named Global CMO on Dec. 17, 2010. As the single point for marketing, working in close collaboration with the regional presidents, Ewanick is responsible for ensuring consistent representation for Buick, Cadillac, Chevrolet, GMC, Holden, Opel, and Vauxhall. Before joining GM, Ewanick was vice president of marketing for Nissan North America and worked nearly 10 years at Procter & Gamble Co.



# 30

**SUSAN E. DOCHERTY**  
**President and Managing Director, Chevrolet Europe**

Appointed in December 2011 to her new position, Docherty most recently was vice president GM international operations, sales, service, marketing, and aftersales. Based in Shanghai, she was responsible for sales, marketing and aftersales in GM's Asia-Pacific, Latin America, Africa, and other countries. The Canadian native takes over for Wayne Brannon, who will retire after 38 years with GM.



# 40

**CHRIS PERRY**  
**Vice President, U.S. Marketing**

Since February 2011, Perry has been responsible for improving the positioning of the Chevrolet, Buick, GMC, and Cadillac brands and consumer consideration of GM vehicles in the U.S. He had worked as vice president, Chevrolet marketing. Prior to joining GM, Perry was vice president, marketing and communications, at Hyundai Motor America. He also spent nearly 10 years at American Isuzu Motors.

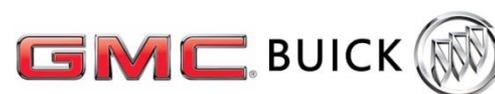


# 47

**EDWARD T. WELBURN JR.**  
**Vice President, Global Design**

Only the sixth design leader in General Motors history, Welburn is the first to lead all of the company's 10 design centers in eight countries. He and his team of 1,800 people — including 900 in metro Detroit — are responsible for the design of every GM concept and production car and truck globally, including the Cadillac CTS and Chevrolet Volt.

Akerson became chairman of General Motors on January 1, 2011, after serving as CEO since Sept. 1, 2010. Before joining GM, he was a managing director of The Carlyle Group and the head of global buyout, based in Washington, D.C. He joined the GM board of directors July 24, 2009. From 1983 to 1993, Akerson served in several key roles at MCI Communications Corp., including executive vice president, CFO, and COO. In 1993, Akerson became a general partner of private equity firm Forstmann Little & Co. and chairman and CEO of General Instrument Co., where he developed and deployed the first digital video, satellite, and cable systems domestically and internationally. Akerson served as chairman (1996-2001) and as CEO (1996-1999) of Nextel Communications Inc. Akerson has a bachelor's of science in engineering from the U.S. Naval Academy and a master's of science in economics from the London School of Economics. Akerson serves on the U.S. Naval Academy Foundation. He received the T.C. and Elizabeth Cooke Business Medallion from the College of William & Mary in 2004.





# 01

**WILLIAM  
CLAY  
FORD JR.**

**Executive  
Chairman and  
Chairman of the  
Board**

A member of the company's board of directors since 1988, Ford was elected chairman in September 1998 and took office on Jan. 1, 1999. He also serves as chairman of the board's Finance Committee and as a member of the Sustainability Committee. He served as CEO from October 2001 to September 2006. Ford joined the company in 1979 as a product-planning analyst. He held a variety of positions in manufacturing, sales, marketing, product development, and finance. Ford served on the company's national bargaining team during the 1982 contract negotiations with the UAW, became chairman and managing director of Ford Switzerland in 1987, and was elected to Ford's board of directors in 1988. As head of Business Strategy for the Ford Automotive Group in 1990, Ford helped develop guidelines for establishing low-volume manufacturing plants in emerging markets. Ford also is vice chairman of The Detroit Lions Inc., chairman of the Detroit Economic Club, trustee of The Henry Ford, and vice chairman of Business Leaders for Michigan. He was elected a vice president in 1994 and is the great-grandson of company founder Henry Ford.



# 02

**ALAN  
MULLALLY**

**President and  
CEO**

Mulally joined Ford in September 2006, and has championed the automaker's ONE Ford turnaround plan, which focuses on restructuring the company to adapt to changing demand, accelerating the development of new products, improving the balance sheet, and encouraging better teamwork throughout the entire company, from executive committees to the plant floor. He also has pushed for streamlining the company's global design and engineering activities while enhancing the product lineup with cars like the 2011 Ford Fiesta and the 2012 Ford Focus, and boosting manufacturing productivity. Before joining Ford, Mulally was executive vice president of Boeing Co. and president and CEO of Boeing Commercial Airplanes, with responsibility for all of the company's commercial airplane programs and related services. Mulally serves on the President's Export Council which was formed in 2010 to advise President Barack Obama on export enhancement and ways to encourage companies to increase exports and enter new markets. He is a member of the U.S. National Academy of Engineering and a fellow of England's Royal Academy of Engineering.



# 05

**MARK FIELDS  
Executive Vice  
President, President,  
The Americas**

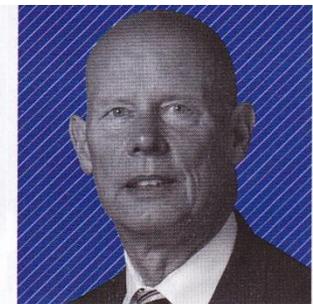
Fields is responsible for all development, manufacturing, marketing, and sales of Ford and Lincoln vehicles in the United States, Canada, Mexico, and South America. He was formerly executive vice president of Ford of Europe and the Premier Automotive Group, and was president and CEO of Mazda Motor Corp. Fields was named a Global Leader of Tomorrow by the World Economic Forum in 2000.



# 09

**JAMES D. FARLEY JR.  
Group Vice President,  
Global Marketing, Sales,  
and Service**

Farley is the company's most senior marketing executive. His appointment in August 2010 marked the first time Ford has had a single global leader for marketing, sales, and service. Since joining the company in 2007, Farley has led Ford's drive to offer integrated global marketing, advertising, and digital communications. Previously, he was group vice president and general manager of Lexus.



# 21

**KEN CZUBAY  
Vice President, U.S.  
Marketing, Sales, and Service**

Czubay is responsible for marketing, sales, and service for Ford and Lincoln vehicles in the United States. He had been vice president of U.S. sales and marketing, responsible for oversight of day-to-day sales and marketing of Ford, Lincoln, and the former Mercury vehicles. Czubay joined Ford in 1970 as a financial analyst and went on to work in several positions for Ford Division and Lincoln Mercury. He was an executive with the Suburban Collection in Troy.





# 01

**SERGIO MARCHIONNE\*\***  
**Chairman and CEO, Chrysler Group LLC; CEO, Fiat S.p.A.; Chairman, Fiat Industrial S.p.A.**

Marchionne was elected chairman of Chrysler Group LLC in September 2011, replacing C. Robert Kidder. He also leads Fiat's 22-member Group Executive Council and serves as COO of the GEC's NAFTA Regional Operations Group. He is chairman of Fiat Industrial S.p.A., which was created in January 2011 through the de-merger of the capital goods of Fiat S.p.A. Marchionne was named CEO of Chrysler Group LLC in June 2009. He has been chairman of Case New Holland, a division of Fiat, since 2006 and CEO of Fiat Group Automobiles since 2005.



# 05

**RALPH V. GILLES**  
**President and CEO, SRT (Street and Racing Technology) Brand and Motorsports; Senior Vice President, Product Design, Chrysler Group LLC**

Gilles was appointed to SRT position in June 2011. He has held design roles with Chrysler. Previously, he served as president and CEO – Dodge Brand and vice president – design. He joined the former Chrysler Corp. in 1992. Gilles serves as executive sponsor of the Chrysler African American Network and plays a leading role with the Chrysler Global Diversity Council. An avid car enthusiast, Gilles enjoys spending time watching Formula 1 auto racing.



# 07

**MICHAEL MANLEY\*\***  
**President and CEO; Jeep Brand, Chrysler Group LLC; COO Asia and Head of Jeep Brand; Group Executive Council (GEC), Fiat S.p.A.**

Manley was appointed to the GEC and Fiat positions in September 2011 and named the head of Chrysler Group's Jeep Brand in June 2009. Previously, Manley was the lead Chrysler Group executive for international activities outside of NAFTA, where he was responsible for implementing the mutual agreements for distribution of Chrysler Group products through Fiat's international distribution network. Manley joined DaimlerChrysler in 2000 as director of global product planning operations.



# 26

**OLIVIER FRANÇOIS\*\***  
**Head of Fiat and Chief Marketing Officer, Group Executive Council (GEC), Fiat S.p.A.**

François was named to the GEC and appointed head of Fiat and CMO in September 2011. He had been president and CEO – Chrysler Brand, Chrysler Group LLC, since October 2009. He also served as the lead Chrysler Group executive for marketing for the Chrysler Group and Fiat Group Automobiles brands.



**RAM**



# How to reach CMO? *Plan A*: Automotive News, PBS specials with David Cole and Bill Bonds

<http://www.cbsnews.com/video/watch/?id=7403188n>

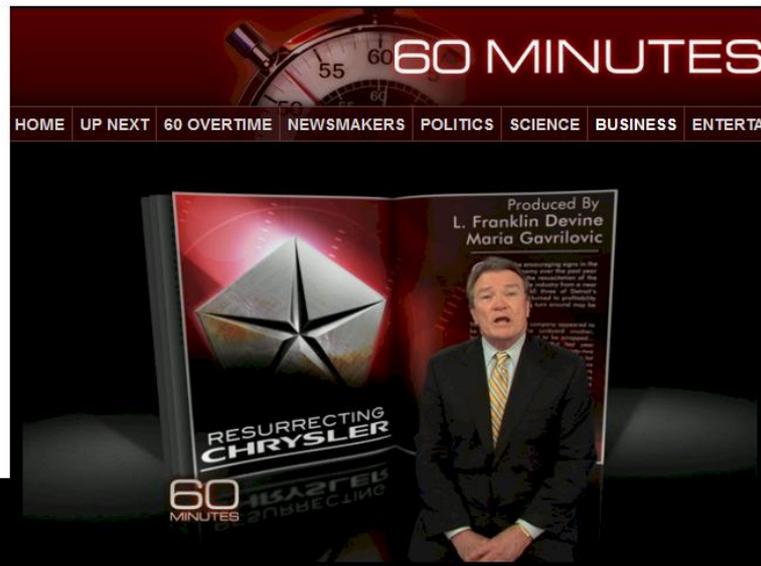
Client Access: Sponsor “60 Minutes” style “Heroes of Detroit”

GM: Sponsored

Chrysler: Open - \$8,500

Ford: Open - \$ 8,500

<http://billbonds.tv/>



## BILL BONDS by the numbers:

- 18 EMMYS - Ranks #1 in TV Anchor History
- 98.67 - Q Score- Most Recognized Face by Detroiters 30 & over
- \$1 Million per year - First local anchor to command 7 figures
- #1 - longest running Nielson ratings leader in Detroit History
- 1 - Movie - Planet of the Apes
- 1 - Music Video - Eminem's Mockingbird
- 1 - Love - 1 City Detroit

EXECUTIVE PRODUCER  
RACHEL NEVADA

COMING SOON



- On Site Filming with “The Industry’s biggest Star”  
—60 Minutes
- Access to CMO (the goal)
- Good will in Detroit with minimal waste to reach decision maker

# How to reach CMO? *Plan B*: Exclusive technology conquering plan affecting key product market share.

Cadillac  Conquering

**\$25M**

Germany



Japan



**Real Time**

**Real Social Video**

**Exclusive to ATS**

**NO ONE HAS IT!**

**Agencies: Covered.** Over 600 Detroit digital “influencers” in our close contacts.

We make 1000 face to face calls every year. Agencies respect and see us because they know *we know their client.*



With Toni Maxwell

– Runs UM Detroit

<http://www.linkedin.com/company/universal-mccann>



From meeting with Andy Prakken

– Runs Team Detroit

<http://www.teamdetroit.com/leadership/andy-prakken.php>



Golf with Phil Rzepka-

– Runs Carat Detroit

<http://www.linkedin.com/pub/phil-rzepka/0/224/3ba>

# Next Steps: 1. Secure by July 1, 2012

DETROIT  DIGITAL



Every month, our professional staff makes over 150 face to face sales calls on 800+ clearly defined digital advertising decision makers in the automotive industry. That's over **1000 in person meetings every year** in Detroit. We service offices in LA and NY as well. We strive to get our clients a shot at every new vehicle launch RFP. If you'd like to hear more, simply click on one of our faces...



2. Book Detroit visit
3. Weekly written, phone updates
4. Secure 3 fall RFPs by 10/1/12
5. Sell over \$1M in year 1.