BURKHART MARKETING :: Brand Management

Top-of-Mind Awareness

Positioning your brand to be recalled first in its category

YOUR CHALLENGE

As technology improves and information becomes more readily available, would-be buyers have more options when choosing products and services. But keeping your brand continually in front of these potential buyers as they go through the research process is a formidable feat. It's also difficult to reach customers effectively with a local call-to-action in the midst of a national campaign.

OUR SOLUTION

The magic happens where the right thought, right time and right place meet. We know that there's no limit to where a campaign can come to life, so we thrive on creating engaging experiences across every channel. For each new campaign we work on, we tailor our approach based on your requirements, budget and objectives. We work with you to develop a plan that suits your needs and turn to our experienced in-house media team to negotiate and execute the plan. Owned, paid or earned, we help you get the most out of each media touchpoint. From ideation to post-buy analysis, you only have one number to call: ours.

REQUEST A CONSULT

WE DELIVER

- **Media Advertising**
  Plan, Buy, Traffic, Post
- **Sponsorships + Co-brand**
  Sports, Affiliation, Causes
- **Events + Promotions**
  Openings, Contests
- **Tradeshows + B2B**
  Displays, Presentations
- **Online Advertising**
  Retargeting, Rich Media

LEARN MORE

- **Increase market share**
- **Higher margins, price elasticity through loyalty**
- **Greater communicative power**
- **Differentiate products/services from alternatives**
- **Scope for brand extensions**

See how Burkhart helped a **leading sports bar brand** score an increase of **9.1MM** media impressions

DOWNLOAD STUDY

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Burkhart
driven strategies. boosted results.