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## Overview of Services

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### Summary

#### Agency Relations

- [Connecting with Buyers](#)
- [Role play: "jaffe, the buyer: Round 2"](#)
- [Agency Audit](#)
- [Creative Counseling](#)

#### Presentations/Training Seminars

- [Creativity](#)
- [New Branding / Branding Online](#)
- [Integration: what it is, what it isn't and what it could be](#)
- [How Technology will save the Media Business](#)
- [Integrating Interactive into the Media](#)
- [Coming Soon:](#)
  - [Life after the 30-second Spot](#)
  - ["PowerPoint doesn't suck; you do!"](#)

#### Custom Projects

- ["+ jaffe Juice"](#)
- [White Paper](#)
- [One-on-One Meetings](#)
- [Custom Events](#)

#### Additional/Other

- [Big Idea Sessions](#)
- [Sponsorship of Jaffe Juice – the Blog](#)
- [Battle for the HeArt](#)
- [Retainer/Mix and Match](#)

## Agency Relations

- **Connecting with Buyers** – *“I was the buyer you were trying to reach; now I can help you reach me.”* A presentation ideal for sales conferences or a half day seminar. This is not classical sales training (pre call sheets, how to close, etc.); it’s a unique perspective from a former buyer.

Previous audiences include: Ask Jeeves, iVillage, Reuters, Wall Street Journal, Conde Nast Bridal Group, Pointroll, WhenU

*"Joe Jaffe was a hit. He set the tone for Ask Jeeves' 3 day sales conference, and gave our team terrific insight into why buyers makes the decisions they do. Joe made us take note of what we need to do to win agency business. He is thought provoking, spontaneous, irreverent and worth the investment. He was the missing link that brought together our entire conference. He gets my highest recommendation."*

Jim Diaz  
SVP, Revenue Group  
**Ask Jeeves** Web Properties

*"It takes one to know one, which is why we looked towards former Interactive Media Director and current Industry pundit, Joseph Jaffe, to share some of his insights on how to better connect with the buy side. Joseph brought a fresh and honest perspective which resonated strongly with our sales team."*

Randy Kilgore  
VP, Advertising  
**The Wall Street Journal Online**

*"Jaffe helps sellers understand the buying process. Sellers who understand what buyers want close more business. This is good!"*

Peter Naylor  
VP/GM of Sales  
**iVillage Network**

- **Role play: “jaffe, the buyer: Round 2”** – A real-life role-play/pitch engagement where your sales people will be presenting with a case scenario; will have to engage Joseph Jaffe, Interactive Media Director of Get the Juice, a Westport, CT-based agency in order to get a meeting and deliver a pitch/presentation. Meetings are video taped and findings are presented back to sales people both individually (one-on-one/privately) and a group (aggregated)

Previous clients include: Reuters

*“Our organization wanted to provide our people with sales training that would be meaningful. We decided on a role play exercise with an agency buyer. We turned to Joseph Jaffe, and his organization stepped up with a program that was exactly what we had in mind.”*

*Each one of our salespeople spent quality one-on-one time with Joseph: first in an informational first meeting, then a follow up via traditional methods, then responding to a fictional RFP (based on real-life examples), and finally following up from that. Joseph and his team stayed in character the whole time. He then spent an hour with each salesperson one-on-one doing an analysis of their strengths and weaknesses, showing examples on video, and talking through the issues.*

*The feedback we received after we completed this was amazing. People on our sales team understood that it was an exercise meant to provide them with feedback and tools to get better, and the exercise did just that. Getting an outsider's perspective shed insight on ways we could improve both as individuals and as an organization, many of which were sitting right under our nose.*

*I have to imagine that other ad sales organizations would benefit from Joseph and his company providing a similar training exercise for them.*

Walker Jacobs  
VP, Head of Media Sales  
**Reuters**

- **Agency Audit** – A comprehensive qualitative research project involving in-depth, personal interviews with agency executives, together with in-depth trade marketing messaging and pitch materials analysis, critique and development
- **Creative Counseling** – incorporating:
  - *Walk the Talk* - working with marketing/sales teams to better understand/articulate creativity
  - *Big Idea Work Sessions* – Provide agencies with those big ideas they're asking for; Hands on seminars designed to meld together strategic, media and messaging
  - *Creative Audits* - Services to help critique/evolve suite of market offerings

### **Presentations (which can double-up as training/seminars)**

- **Creativity** (various titles) – can also be extended as a consulting/collaborative project

Previous audiences include: Yahoo! Marketing; Modem Media Management; Campbell-Ewald; Moxie Interactive; MSN; Draft Digital; Honda Motor Cars of America, Ruben-Postaer; BURST Media; 8 Cities on Battle for the Heart Creative Roadshow Tour

- **New Branding / Branding Online** (Inspiration attributed to Advertising.com)

Previous audiences include: 5 cities (New York, Chicago, Los Angeles, San Francisco, Atlanta) of agency/marketers under banner of "Breakfast, Branding and Jaffe Juice" sponsored by Advertising.com

- **Integration: what it is, what it isn't and what it could be** – Why Integration as we know it today will almost always fail miserably. The critical difference

between vertical and horizontal integration and the sweet spot which exists when they come together.

Previous audiences include: S.M.A.R.T. Marketing Conference; Health & Beauty Expo, MRM Products (South Africa); MBA Program at Johnson School of Business, Cornell University; MBA Program at Syracuse University

- **How Technology will save the Media Business** – Could TiVo save the endangered 30-second spot? Are magazines and newspapers doomed? What is the new role of content in a world where everything is free? The insights and conclusions may very well surprise you

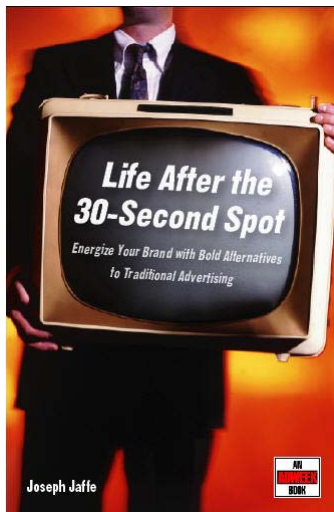
Previous audiences include: Future Media Conference (London)


- **Integrating Interactive into the Media Mix** – A comprehensive and prescriptive overview and perspective on the role, value and suggested use of the Web

Previous audiences include: TBWA\ + Tequila (Belgium); MBA Program at Stern School of Business, NYU

### **Coming Soon:**

- **Life after the 30-second Spot** – based on the soon-to-be-released book of the same title, this will be jaffe's signature presentation.



| Section 1<br>The Problem  | Section 2<br>The Solution  | Section 3<br>The Approaches   |
|---|--|---|
| <p><b>Jacksonville, we have a problem</b></p> <ul style="list-style-type: none"> <li>• Too much clutter</li> <li>• Creativity Sucks</li> <li>• Consumers aren't as dumb as they used to be</li> <li>• Unacceptable waste</li> <li>• The downward spiral → audience; advertising revenue; content</li> </ul> | <p><b>Re:think</b></p> <ul style="list-style-type: none"> <li>• The consumer</li> <li>• Branding</li> <li>• Advertising</li> <li>• The Advertising Agency</li> </ul> |  |

- **“PowerPoint doesn’t suck; you do!”** – There are those who recommend against PowerPoint, but that might come from not understanding it; PowerPoint is an incredibly useful sales aid + tool, but only if its used correctly.

## Custom Projects

- **“+ jaffe Juice”** – Recipe is [breakfast/lunch/cocktails/fireside chat] + [topic/theme] + jaffe. You supply the topic or theme and the means of delivering it and I’ll do the rest. This is an ideal opportunity to leverage the equity of both Joseph Jaffe and Jaffe Juice (see blog below), as well as co-brand an event with a custom presentation created for your audiences.
- **White Paper** – You name the theme and I’ll put together a POV for you; jaffe-branded or ghosted

Previous clients: Ad Age, AAAA’s, Modem Media

- **One-on-One Meetings** – You supply the client and I’ll do the rest, which includes a presentation and/or moderated discussion.
- **Custom Events** – See Battle for the HeArt or Branding and Jaffe Juice

## Additional/Other

- **Big Idea Sessions** – Big Idea Sessions are essentially brainstorming sessions where you come prepared with a set of questions – first and foremost – for me, but essentially for the entire group to discuss. The sessions are tissue-sessions, designed to uncover big ideas, specific paths of action, strategy and tactics. Your guarantee is to walk away with a minimum of 5 ideas...or your money back.

Previous clients: JWT

- **Sponsorship of Jaffe Juice – the Blog** – more of what you've come to expect from Jaffe Juice – the weekly thought leadership article series – now exclusively distributed in a daily blog format ([www.jaffejuice.com](http://www.jaffejuice.com))
- **Battle for the HeArt** – See [www.battlefortheheart.com](http://www.battlefortheheart.com) for more information
- **Retainer/Mix and Match** – Draw on jaffe as needed for a series of training, internal and/or external presentations, strategic consulting and/or big idea brainstorming sessions – recommended level: 1 day per month

Previous clients: Google, Modem Media, Unicast

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Contact details: **Joseph Jaffe** – President & Founder, jaffe, L.L.C.

Web resources: [www.getthejuice.com](http://www.getthejuice.com) (company)  
[www.jaffejuice.com](http://www.jaffejuice.com) (blog)  
[www.lifeafter30.com](http://www.lifeafter30.com) (book)  
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