

# How does it work?

## Who

We are young professionals who challenge the status quo in marketing, to deliver the most results. We are committed to evolving and reengineering ourselves. That is our bottom line.

## Why

We are the first agency to introduce car advertising on a very large scale. Fresh, energetic, young and talented, we are obsessed with producing results! Marketing without results is not marketing. Because we care about the results of your campaign, we keep score, and will even help you count. Based on comments from our clients, we are in great shape! We thrive on challenge, and work hard to meet your needs. For every campaign we create, we build tools to analyze the results. Badere is here to stay. Get on board!

## - Car Advertising

Badere maintains a database of licensed U.S. motorists who are paid to carry your advertisement on their rear windshields.

Assume we were working on your campaign. From our database of motorists, we'd contact specific drivers with behaviors that matched your objectives. For example, if we decided to target a specific area of town, or to expand your campaign to the outer limits of the city, we'd place your ads on vehicles that frequented those locations. Clearly, our flexible system enables us to adapt to your unique set of needs.

As you can see, we bring your message close to your community, and inevitably, closer to your market! One thing's for sure: our avant-garde advertising medium will certainly give you an edge over your competitors!