



Janice Mayo
Principal

Janice Mayo developed an integrated marketing program that helped Ultimate Electronics, a regional specialty electronics retailer, fight competitive pressure from the big boxes.

Beginning with the production and printing of the retailer’s weekly newspaper inserts. Through the past eight years, the relationship with Ultimate grew tremendously, covering the following services:

- Strategy and marketing planning: quarterly meetings to discuss and define goals and upcoming promotions and analyze past results.
- Branding: developed and evolved a new brand identity for the retailer; implemented across all media including newspaper inserts, catalog, direct mail, print advertising, the Web, in-store signage, broadcast, customer communications.
- Creative: develops concepts for all promotional activities; write, design, and produce direct mail, print ads, newsletters and other customer communications; product and lifestyle photography.
- Direct Marketing: strategic development of new integrated customer/prospect communication program that leverages customer database and transactional information; developed and implemented weekly customer trigger program that employs digital one-to-one print production capabilities; developed and implements personalized “wrap” program to boost ROI from catalogs.
- Internet: completely revamped company’s Web site to incorporate new branding approach; utilized Inserts2Online™ software to post weekly ad inserts by market.
- Workflow: implemented asset and content management and Total Digital Workflow™ solutions to reduce cycle time in ad production and increase efficient storage and use of company’s product information.

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“Janice Mayo was a true strategic partner for Ultimate Electronics. She has a deep understanding of our marketplace and our business and because of this she was an integral part of our strategy and planning process in our ongoing advertising efforts. Janice was involved in virtually every aspect of our marketing program. From brand development to production and storage of images, to creative, to putting our inserts online, and direct mail marketing programs. She was an integral part of our marketing effort.”

Jim Pearse, Vice President of Marketing