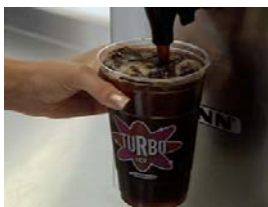


RECENT PRODUCTIONS



DUNKIN DONUTS' "TURBOICE" GETS A JOLT FROM BLUESTAR

Canton, MA – Dunkin Donuts' recent launch of their new iced coffee/espresso drink TurboIce got an extra burst of energy, with the help of BlueStar Media.

When Dunkin Brands and their Public Relations agency RF Binder planned a satellite media tour with noted medical expert and TV personality Dr. Drew Pinsky, they knew they were going to need to showcase their new product in the best possible light. BlueStar headed out to one of Dunkin Donuts premiere franchise locations to capture footage of the new product in use, then rushed back to the editing suite for a same-day edit, to prepare the time sensitive footage for the next day's broadcast.



Later, Dunkin franchisees themselves got their own taste of the TurboIce launch through a video montage of the media coverage produced by BlueStar for a Dunkin Donuts franchisee meeting.



BlueStar's rapid response and their expertise helped make Dunkin Brands' Public Relations efforts get the results they needed and meet their tight deadline.

WHAT WE DID ON OUR SUMMER "VACATION"



Atlantic City, NJ – "Come On Down," that oft-heard phrase from daytime TV, took on new meaning for BlueStar Media Executive Producer Rob Stegman, when he assumed the role of show producer for a live stage version of the long-running hit game show *The Price Is Right*. Twice a day, six days a week, the familiar theme song and shouts of excited audience members filled the theatre at Harrah's Showboat Casino as contestants played many of the same games made popular on the television program, and winning the familiar combination of trips, appliances and, in one case, a brand new car.



Fremantle Media, international producer of television game shows, reality programs and other television entertainment called on Stegman to produce this complex theater show. Stegman's award-winning expertise in connecting with audiences through live television and the staging of large theatre events made him a natural choice.



PROJECT PLANNING TIP

KNOW YOUR AUDIENCE

Whenever we start a project, the first question we usually ask the client is "who is the target audience?" This is before we get to "how many shooting days?" or even "what will we deliver?" (and way before "how much can you spend?") Knowing the audience is *the* key to crafting an effective story. And though it may seem like an obvious question with a simple answer, it is often overlooked, leaving the client without the results they want.

This reminds me of a client meeting where we were discussing creative updates to their existing trade show presentation for a new upcoming show. Different show, different market. Our first question: "How is the audience for this show different from the last." The blank stares with which we were greeted made it clear that it simply hadn't occurred to the marketing executives of this company that the attendees at this new trade show might have different needs or experiences than the first, and that we would have to actually change the message to make their services more relevant to this audience.

Every audience is different. They bring their own experiences, their own wants and their own needs to the story that you are trying tell. In order to motivate someone with a sales or marketing message, or get them to integrate your training goals into their professional lives, you first have to understand what *will* motivate them or how their *prior* experiences might make your message resonate better.

So for a more successful outcome for your next communications project, begin the planning process by taking the time to consider "what do I know about my target audience?"

- Rob Stegman

BlueStar Media President & Executive Producer

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