

OUR CEO'S "COMPANY CAR."

It has German origins. But it's not the typical BMW, Mercedes, or Porsche super-sedan you'll find in a 'reserved' spot in most ad agency parking lots.

It's a \$500, 1973 VW Fastback—Plan B's custom-built beater, developed and raced by a Plan B™ employee team, in the 24 Hours of Lemons (24hoursoflemons.com 🏁) endurance racing series. It's a high-performance car built for less than some of those expensed lunch hour

drink tabs that today's Don Draper wannabes still get away with.

And it's tangible proof that budget-minded and high-performance are definitely not mutually exclusive. Just like Plan B. A budget-conscious, performance-driven marketing partner that's all about out-smarting the competition, not out-spending them. Plan B's hyper-efficient operating structure and innovative creative product have attracted some of the

most celebrated brands (think jungle cats and fjords) in the automotive and automotive aftermarket industries.

We design and execute high-performance, highly-integrated, cross-media campaigns using an innovative 4D approach that strategically mixes, phases, monitors and dynamically manages your brand's earned, owned and paid media initiatives in real-time, for maximum performance.

It's marketing for the road ahead. From THE AGENCY ALTERNATIVE. www.thisisplanb.com



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