









# BEEN THERE. DONE THAT.

 <p><i>We provide on-going strategic counsel on improving advertising effectiveness and enhancing brand value.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>	 <p><i>We advised on agency compensation and negotiated a new agreement with their current agency.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>	<p><b>BACARDI</b></p> <p><i>We advised on media management resources and conducted an agency review.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>	 <p><i>We provide on-going strategic counsel on marketing, advertising and sales related issues.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>
 <p><i>We managed their agency review and structured a unique incentive compensation plan with their new agency.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>	 <p><i>We provided an overview of communication resources in the U.S., managed their review and negotiated compensation with their new agency.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>	 <p><i>We provided on-going strategic counsel on maximizing brand value during a critical new product launch.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>	 <p><i>We managed their agency review and structured compensation with their new agency.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>
<p><b>The New York Times</b></p> <p><i>We provided strategic guidance on fully integrating marketing communications for their Internet brands.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>	 <p><i>We provided an assessment of media management resources, managed their review and advised on agency compensation.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>	 <p><i>We advised on agency consolidation, managed their review and negotiated compensation with their new agency.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>	 <p><i>We advised on unbundling creative and media resources, conducted both reviews and negotiated compensation with the two new agencies.</i></p> <p><b>BOB WOLF PARTNERS/TPG</b></p>

These are just a few examples of how Bob Wolf Partners/TPG has offered perspective, insight and added value to our clients. So if you could use some help with a difficult marketing, advertising or agency relationship issue, we should definitely talk.

Perhaps you're wondering if you're paying your agency too much. Or too little. Or you're a direct marketer trying to balance

cost-efficient lead generation with enhancing brand image. Or perhaps a bricks-and-clicks retailer trying to effectively integrate a complex marketing communications program.

So, give us a call. Our conversation, of course, will be in strict confidence. And there's a good chance we can provide the help you're looking for. After all, we've probably been there or done that.

**BOB WOLF  
PARTNERS/TPG**  
CONSULTANTS TO ADVERTISERS

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