

The World Turns to Cimarron for "The Next Big Thing"

PromaxBDA is the world's largest gathering of entertainment marketing professionals. Each year, hundreds of industry thought leaders and specialists come together to network and learn about the ever-evolving role of marketing, promotion and design in the media. Promax was established in 1956 as a non-profit, full-service, membership-driven association for promotion and marketing professionals working in broadcast media. In 1997, The Broadcast Design Association (BDA) who had partnered with Promax for years on their annual conference, officially joined forces with Promax. Since that point, The Cimarron Group has taken advantage of the industry development event, attending on an annual basis. The Cimarron Group is known within the advertising world as a leader in innovation and creativity and for over a decade, Cimarron has presented on various topics at multiple Promax conferences worldwide, and most recently on a series of sessions focusing on Integrated Digital Marketing.

The Cimarron Group's SVP of Digital Marketing, Jon Simon, has represented the company at numerous industry events across the globe. He first spoke at the PromaxBDA Asia 2010 Conference held in Singapore. The conference's theme, "Recharge," allowed him to showcase the ability of Cimarron, as a global company, to educate, influence and ignite the Asian Television market with the freshest and latest trends in integrated digital marketing and advertising.

As the Keynote speaker for the 2010 conference, Jon's opening presentation titled "The Next Big Thing" in Digital, showcased the best practices from a Western point of view that focused on the various successes in the Hollywood market. The latest in digital behavior can be described in three words: Eat. Pray. Tech. Jon's discussion included topics on Social Mediafication and Fanthropology, Digital Trends and new technology developments in Television Mobile and Tablet devices. Using Cimarron's successful digital campaigns for *Inception*, *Limitless*, *Tron* and *The Twilight Saga*, he was able to convey the importance of being at the forefront of the newest trends and technologies. The information resonated with attendees and was so insightful that he was invited to reprise his discussion at PromaxBDA Arabia

and PromaxBDA India in 2011. Jon noted that he "was sharing a seat with great industry leaders" and was proud to have Cimarron be associated with such a prestigious group of people in the industry.

As The Cimarron Group continues to expand on a global level, the added exposure created by attending and speaking at these events will increase awareness of global advertising trends for creative and brand growth while flourishing new partnerships and business development opportunities for our digital efforts. As Jon points out, "The television has long been the greatest form of demand creation. Combined with the web, which has quickly become the greatest form of demand fulfillment, the opportunity for marketers to integrate their efforts will lead to success in the evolution of communication with consumers." This statement has never been truer in this booming time in the Digital Age.