



Welcome!

You are probably familiar with the emerging world of communications and digital media and how quickly it is becoming a dominant force among corporations, small businesses and individuals around the globe. Digital media requires the expertise of those who can strategically create, produce and deliver communications across the changing landscape of an constantly evolving 'Media Matrix' (see left).

The ability to extend an information reach and fulfill an objective is unprecedented in the history of communication. Computers and iPhones are reshaping the very basis of how and where we get our information, and actually shapes the world with which we communicate.

The Media Asset Manager is a new amalgamation of diverse skills and roles which in the past were held by specialized MarCom personel. I will attempt to help you understand how to best utilize this emerging platform to your greatest advantage. This includes all aspects of marketing/communications both internal and external.

Individuals and organizations who grasp these new mechanisms are able to grow and move forward. It can be a path for success if only it is first understood, then embraced, harnessed and finally, cultivated.

Sincerely Yours,

Francis Koerber

Media Asset Management
"creativity & technology unite"

media matrix

BRAND/IDENTITY
conceptualize/create

STRATEGIC MARCOM
develop media matrix
define message path(s)
drive point(s) of action

MEDIA
print
exhibit
electronic

MEDIA CYCLE
design
produce
distribute
connect
convince
fulfill