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# PRESS RELEASE

## Blue Focus Marketing® Announces Release of Innovative Ad Agency New Business Reports for Immediate Availability

**Bridgewater, NJ, August 2, 2010:** Blue Focus Marketing® a resource for ad agencies searching for new business development solutions, announced the release of three new ad agency consulting reports. New business is the revenue engine and fundamental building block of the agency's DNA. Understanding that innovation and winning new business must be a core competency, Blue Focus Marketing has created a dynamic business model which enables agencies to download powerful new business to generate high quality leads to help improve new business success rates.

"By strategically introducing a new model focused on ad agencies, we can enhance their new business development efforts. We leverage social media and powerful new business resources to focus and orchestrate agency new business initiatives" said Mark Burgess, Managing Partner and co-founder.

Written for ad agency executives and new business directors, these three new business reports provide an arsenal of insights, tools and actionable advice.

A core premise driving the development of Blue Focus Marketing's Winning New Business Reports is the belief that it takes more than strong creative to win new business. "Today, we see the need for stronger strategic focus, ideas and innovation to drive results and form a true partnership, said Mark Burgess. The value of our reports is immediate, whether the agency is just starting to develop a new business plan or feverishly preparing for a new pitch."

"We created a new model for how ad agencies can access and utilize new business development insights, realizing that a gap exists in the availability of actionable information" said Cheryl Burgess, Managing Partner and co-founder. This realization led to creating and packaging a suite of three new business

consulting reports in a convenient, downloadable format. Now, agencies can choose to download the full Winning New Business 360 suite or purchase individual reports.

The consulting reports are linked to specific phases of a strategic new business blueprint -- the Blue Focus Marketing Advantage<sup>sm</sup>. The blueprint leverages proven agency new business processes and practices, infused with strategic and tactical insights to provide a competitive edge.

To learn more or to purchase the Winning New Business 360 Suite, just go to:  
[www.bluefocusmarketing.com](http://www.bluefocusmarketing.com). Reports 1, 2 & 3 are available for purchase and immediate download.

### **About Blue Focus Marketing<sup>®</sup> LLC**

Blue Focus Marketing<sup>®</sup> is a resource for ad agencies searching for new business development solutions. The Blue Focus Marketing<sup>®</sup> Advantage<sup>sm</sup> provides ad agencies with a unique strategic blueprint designed to improve new business development results. This dynamic blueprint integrates proven new business processes and practices, infused with our strategic and tactical insights. To learn more, go to [www.bluefocusmarketing.com](http://www.bluefocusmarketing.com)