



MediaPlace's In-Store Television is the anchor for our Dealership Media Program.

The program is competitively priced and eligible for Case IH co-op reimbursement. It includes:

- The latest Case IH products and videos
- Local content branded for dealerships
- The ability for dealers to upload and play their pre-existing content
- Easy tools for dealers to create their own customized announcements and ads

In addition to the Case IH-produced product videos, MediaPlace is producing *exclusive* content of direct interest to Case IH dealers and not available anywhere else:

**Looking Out For You:** A series of custom advice segments on issues important to producers – from winter farm prep, to tractor maintenance, to growing strategies. This advice and content comes directly from the experts at Case IH, so it's authentic and relevant to the time the customers are spending in the dealership.

**Offers:** Animated features that highlight Case IH limited time offers in the areas of parts and accessories, financing, and new products. Employing best practices of digital signage content, we combine Case IH footage, quality motion graphics, and offer information that is eye-catching, and easy to digest.

**ID:** Customized, animated television "ID" for all new subscribers, using dealers' own logos. For use as a customer greeting on the TV screens.

**Guess What:** Leveraging the power of Case IH history and innovation, we build interesting trivia segments from the milestones of Case IH. Going back as far as the 1860's, or as recently as the 1990's, we reinforce that Case IH is woven into American history and has been at the leading edge for over 175 years.

**Guess Who:** Case IH has many rich personalities in its history, as well as within its current leadership. *Guess Who* provides anecdotal information about the people who built and run Case IH.

**Timeline:** A series of short nostalgic vignettes highlighting Case IH products, equipment and marketing material throughout its history.

MediaPlace's goal is to increase add-on purchases, educate employees, and help cement the bond between customers, the dealership and the brand. And by partnering with Case IH, dealers have the resources and reputation of a top manufacturer on board that will bring world class content and the agricultural lifestyle *to life*.

Contact  
Scott Kushner  
212-631-9800 x215  
[skushner@mediaplace.us](mailto:skushner@mediaplace.us)  
[www.mediaplace.us](http://www.mediaplace.us)

