

Case Study #2: B2B Media Planning and Placement

Media Planning and Placement—Case Study #2 3M

For ten years I acted as the 3M Ad Tracking Manager. This position managed the ad placements and negotiations of up to 47 3M Agencies of Record and up to 87 3M business units placing about \$8 million dollars in media. This unique and simple program saved 3M approximately \$400,000 each year.