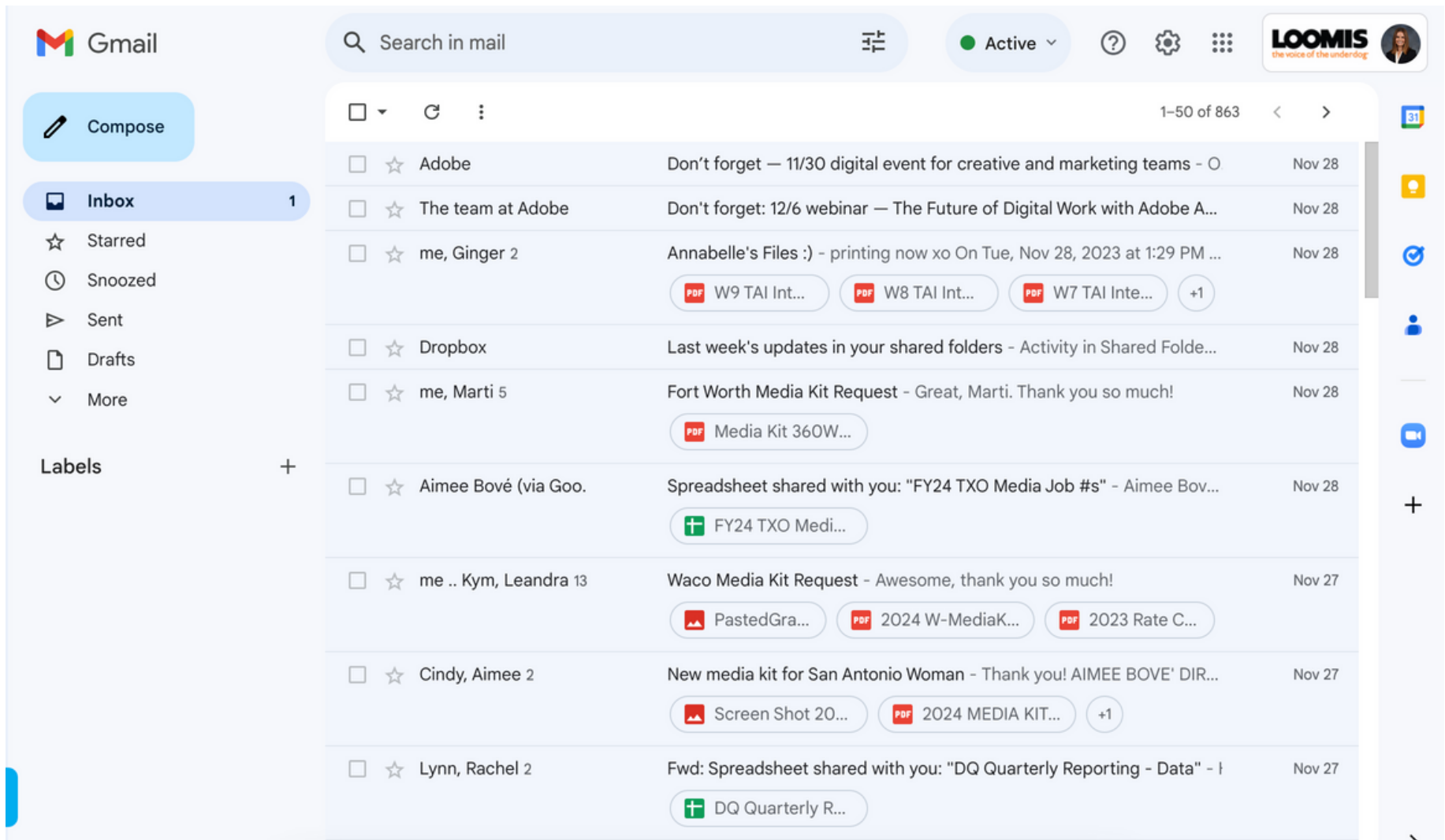


annabelle lawton

PORTFOLIO OF WORK

As most of the clients information, budget, reps, and annual spending in each market remains confidential, I struggled with what to submit for my media internship as I was living and breathing lots of numbers throughout my experience and not creating campaigns or products. I received permission to share the following captures from some of our platforms that I used for the majority of my internship!



I sent and received more than 800 emails during the course of my internship with LOOMIS.

Search: domino

competitiveqsrcreative

Tuesday, October 24th

Tuesday, October 31st

Annabelle Lawton 9:44 AM


Domino's Emergency Pizza for Student Loans 🤪 <https://www.dominos.com/emergency-pizza-for-student-loans/>

dominos.com

Domino's Emergency Pizza For Student Loans | Domino's

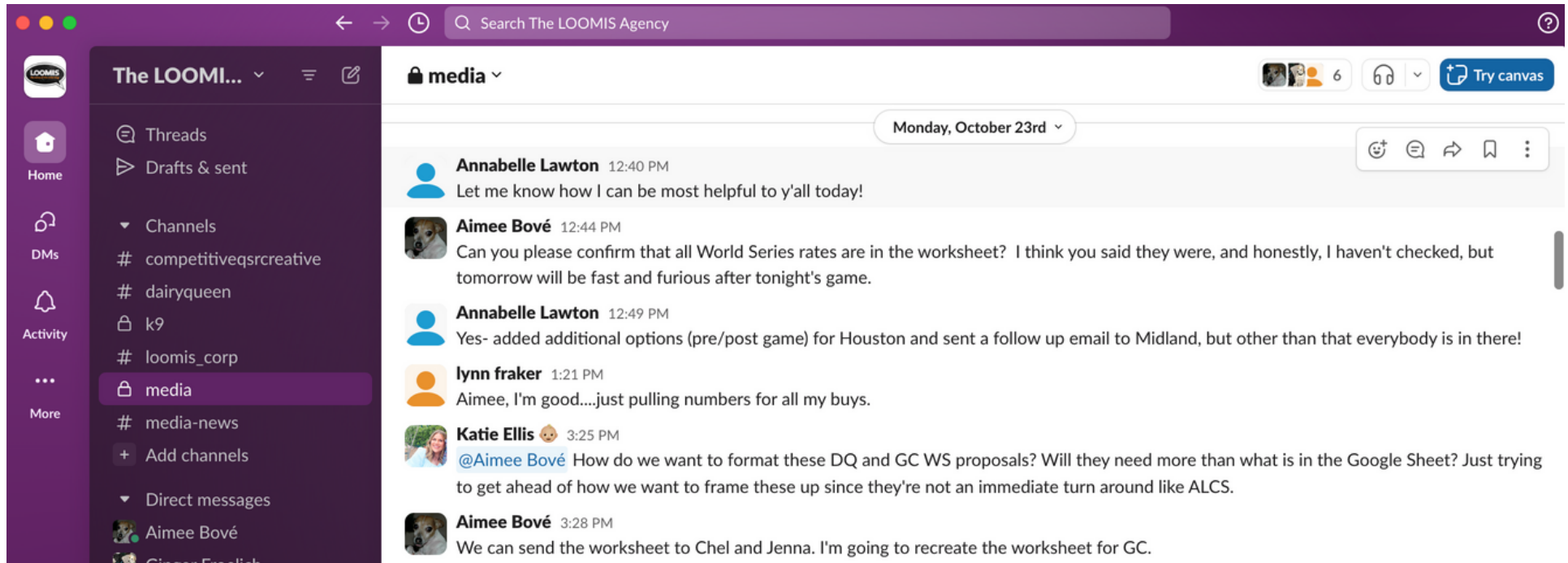
If you're struggling with student loan payments resuming, order a Domino's Emergency pizza. A free pizza can't pay off your student loans, but it can make you feel better!

(105 kB)



1

I routinely contributed thoughtful articles to company-wide slack channels sharing exciting moments from our competitors.



I worked closely with the entire media team to help with various tasks across multiple clients. No two days were the same!

Station Network Length Run Dates	Program: Time Rate Level Book	Week: Demo:	10/23/2023		10/30/2023	
			CS-A35-54 CS.000 '000'	CS-A35-54 CS.RTG RTG	CS-A35-54 CS.000 '000'	CS-A35-54 CS.RTG RTG
KTBC	WS GAME 1 - ASTROS/RANGERS	Gross Rate:	\$15,000		HIATUS	
FOX	Fri 7:00p-10:00p	Net Rate:	\$12,750		HIATUS	
:30	4th Qtr 2023	Rtg/000	73.24	21.89	73.24	21.89
	4Q COMSCORE EST (sell)	Share	47.9	47.9	47.9	47.9
		HUT/PUT	45.8	45.8	45.8	45.8
		CPP/CPM	\$204.81	\$685.24	\$0.00	\$0.00
KTBC	WS GAME 2 - ASTROS/RANGERS	Gross Rate:	\$15,000		HIATUS	
FOX	Sat 7:00p-10:00p	Net Rate:	\$12,750		HIATUS	
:30	4th Qtr 2023	Rtg/000	73.24	21.89	73.24	21.89
	4Q COMSCORE EST (sell)	Share	47.9	47.9	47.9	47.9
		HUT/PUT	45.8	45.8	45.8	45.8
		CPP/CPM	\$204.81	\$685.24	\$0.00	\$0.00
KTBC	WS GAME 3 - ASTROS/RANGERS	Gross Rate:	HIATUS		\$11,000	
FOX	Mon 7:00p-10:00p	Net Rate:	HIATUS		\$9,350	
:30	4th Qtr 2023	Rtg/000	73.24	21.89	73.24	21.89
	4Q COMSCORE EST (sell)	Share	47.9	47.9	47.9	47.9
		HUT/PUT	45.8	45.8	45.8	45.8
		CPP/CPM	\$0.00	\$0.00	\$150.19	\$502.51
KTBC	WS GAME 4 - ASTROS/RANGERS	Gross Rate:	HIATUS		\$11,000	
FOX	Tue 7:00p-10:00p	Net Rate:	HIATUS		\$9,350	
:30	4th Qtr 2023	Rtg/000	73.24	21.89	73.24	21.89
	4Q COMSCORE EST (sell)	Share	47.9	47.9	47.9	47.9
		HUT/PUT	45.8	45.8	45.8	45.8
		CPP/CPM	\$0.00	\$0.00	\$150.19	\$502.51

This is an example of a spreadsheet I put together to combine offers stations sent to LOOMIS for buys during the World Series.



Welcome **Annabelle Lawton (The Loomis Corporation)**
You are reviewing **Katie Ellis (The Loomis Corporation)** ▾ orders

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To Do **6** Completed **248** Cancelled **1** Archived

☐ Changes Only

☐ Sort Ascending Go

2244-4917 GC - Golden Bachel

1 5 0/0

2231-06541 4Q23 (FY'24 Q3)

1 3 0/0

Changes

1 0 0

2062-04896 GC 4Q 2023 Bator

1 1 0/0

1980-04787 TDQ 4Q 2023 San

0 6 0/0

Changes

1 0 3

1935-04788 TDQ 4Q 2023 Hou

1 5 0/0

Changes

1 0 2

1923-04785 TDQ 4Q 2023 Corj

1 5 0/0

Changes

1 0 0

TV **Client:** Texas Dairy Queen/txdq **Dollars:** \$227,142.00
Product: TXDQ 906 - San Antonio/dq906 **Spots:** 774
Estimate: 1980-04787 TDQ 4Q 2023 San Ant... **Primary Demo:** Adults 35-54
Flight Start: 9/25/2023 **Flight End:** 12/31/2023

::Order WHAT DO YOU WANT TO DO? **Submit**

☐ Hide/Show Confirmed ☐ Show Comments

☒ GRP.00 ☐ GIMP ☐ Both



☐ Show Changes Only

<input type="checkbox"/>	Station	Cost	GRP.00	Spots	CPP.00	Rep Co.	AE	Via	Rtg/Imp	State	Status	
<input type="checkbox"/>	<input type="checkbox"/> San Antonio	\$227,142.00	2081.84	774	\$109.11	<input type="radio"/> 0 <input checked="" type="radio"/> 6 <input checked="" type="radio"/> Katie Ellis (The Loomis Corporati...						
<input type="checkbox"/>	<input type="checkbox"/> KABB-TV	\$24,761.00	181.30	57	\$136.58	KABB-TV	Jimmy Col...	E	Imp	Confirmed		
<input type="checkbox"/>	<input type="checkbox"/> KENS-TV	\$84,424.00	794.88	253	\$106.21	TEG	Scott Castor	E	Imp	Confirmed		
<input type="checkbox"/>	<input type="checkbox"/> KSAT-TV	\$64,942.00	734.48	204	\$88.42	KSAT-TV	Rory Chari...	E	Imp	Confirmed		
<input type="checkbox"/>	<input type="checkbox"/> KVDA-TV	\$7,970.00	65.57	74	\$121.54	NBC	Jodie Warn...	E	Imp	Confirmed		
<input type="checkbox"/>	STATION CHANGE 5			Offer(s) 1	Expires:						Rejected	
OFFER:		PREEMPT-PROGRAM CHANGE										
<input type="checkbox"/>	STATION CHANGE 6			Offer(s) 1	Expires:						New	
OFFER:		credited November preemptions as money cannot move month to month										
<input type="checkbox"/>	<input type="checkbox"/> KWEX-TV	\$23,214.00	160.03	120	\$145.06	Uni	Brittney Hi...	E	Imp	Confirmed		
<input type="checkbox"/>	STATION CHANGE 2			Offer(s) 1	Expires:						Rejected	
OFFER:												
<input type="checkbox"/>	STATION CHANGE 3			Offer(s) 1	Expires:						Rejected	
OFFER:												
<input type="checkbox"/>	<input type="checkbox"/> WOAI-TV	\$21,831.00	145.58	66	\$149.96	WOAI-TV	Paul Schoe...	E	Imp	Confirmed		

I used the platform Eleven, to track makegoods from the stations and keep up with our buys. This is an example of Texas Dairy Queen's 4Q '23 buy in San Antonio.

Annabelle Lawton
Dr. Joe Phua
ADV 3350
1 December 2023

Annabelle Lawton LOOMIS Final Report

This semester I had the opportunity to work for the LOOMIS agency in Dallas, TX. Loomis is a medium-sized advertising agency that specializes in advertising for challenger brands. Internally, we refer to these brands as the underdogs as LOOMIS workers are all avid dog lovers, and most of the teams, conference rooms, and teams all have dog puns. As a part-time media assistant, I was primarily responsible for providing administrative support to the media team. I analyzed media, used media software to keep track of performance, and ensured efficient and accurate record-keeping to develop strong relationships with the media partners in LOOMIS and in the industry.

Every day at LOOMIS is always different, which I really appreciated! I loved how much responsibility they gave me and really trusted me with many tasks and duties of a full-timer. I collected and reviewed all buy confirmations from media reps for total cost, added value, and station notes. I pulled and uploaded both internal and external client media reports into Dropbox. I checked daily for makegoods from station partners and alerted all the media specialists when they were ready to be reviewed after I had managed and negotiated the offers. I worked very closely with the accounting department to track and request all the missing or discrepancies in the media invoices. These were the general month-to-month tasks that I could count on consistently to be on my desk of responsibilities. Though I learned lots from these tasks, it confirmed that a long-term career in media probably won't bring me the most joy. I am excited though to confirm that I would like to pursue a career in account service in an agency when I graduate in May.

I learned lots of organizational skills during my time at LOOMIS, which regardless of where I end up I know will be useful for my career. I learned to establish clear objectives for my day-to-day priorities so I could handle multiple projects efficiently and productively. I quickly adapted to the workload and working conditions while maintaining a positive outlook and unique perspective as the "resident person" in the agency. I also grew my skills in Word, Excel, and PowerPoint while learning about media platforms such as Strata, Kantar, Slack, and Asana.

Participating in this job opportunity has provided an invaluable opportunity that I believe has definitely set me apart from my peers in terms of the hiring process as I begin to search for full-time positions. The skills I've learned have prepared me for the professional world and I am so grateful to have worked with some of the best people in the industry. The team at LOOMIS has multiple awards for their knowledge and contributing creative solutions to everyday problems in the media world. This exposure to their thinking/problem-solving, and honestly just their friendship, has meant the world to me and provided me with a deeper understanding of the industry and a better perspective on the world. Regardless of where I end up in my "big girl job"

post-graduation, I know LOOMIS has greatly contributed to my professional success and I would not be where I am today without them!

AL.