

Corner > Office

Smart Thinking for Leaders



Where corporate leaders discover progressive business strategies that drive performance and profit.

Corner Office.

2012 Media Kit

Reach executive decision-makers around the world.

Corner Office is an intersection where corporate leaders discover progressive business methods, tools, and technology to help them tackle organizational issues across the globe.



Corner Office

The purpose of *Corner Office* is to pursue the things we don't know we don't know. The show is an intersection for business experiments on how to create greater business value.

Corporate leaders are meeting in *Corner Office* to gain insight into opportunities and challenges facing their organizations. In an interactive online environment *Corner Office* introduces:

- Progressive thinkers of business methods; resources; tools; and technology and discuss how to conduct 'fail-safe' experiments with emerging opportunities
- Relevant content that is practical, informative and compelling
- An active community of leaders who are seeking non-traditional business solutions

Episodes are live and online. In a hybrid environment *Corner Office* illustrates how corporate leaders can capitalize on complex opportunities and challenges by leveraging leadership intervention tools and methods like collaboration, value creation and meetings and events.



Work+Life Flexibility



Hello My Name is Meetings and Events



Decision Making in Complex Environments



Building Collaborative Organizations



Business Experiments, Corporate Wayfinding™ #1

Reach Global Executive Decision-Makers...

Corner Office deals with subject matter that is specifically relevant to:

- Sophisticated international CEOs and Senior Executives from mid-to-large size companies across the globe
- Leaders who contribute to organizational productivity
- Senior Executives with the decision making authority to invest in people and organizational tools

Where They Search for Information

According to Forbes Insights 2010 / Video in the C-Suite:

- Video has evolved from a novelty into a mainstream method for executives to receive business information
- 83% of C-Level Executives say that video is becoming a critical information source
- Work-related videos can drive C-Level Executives to action
- C-Level Executives can be receptive to video advertising
- C-Level Executives share videos with colleagues at least weekly, and receive work-related videos as often
- A mix of text and video continues to be the preferred format for reviewing information



According to **Forbes.com**, after seeing an ad on the Internet, **65 percent of Business Executives report visiting a website and 53 percent have conducted a search to locate more product or service information.**

“...When you’re dealing with complex concepts, it’s sometimes better to...just use a video. It’s very much a picture being worth a thousand words.”

– Rob Shaddock, Senior Vice President, Tyco Electronics
Forbes Insights 2009 : The Rise of the Digital C-Suite

To become a Sponsor in Corner Office,
contact:

The Peregrine Agency

TEL: 416.661.4186

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#COLive



Straight to the Top

Be Seen. Enjoy far-reaching campaigns.

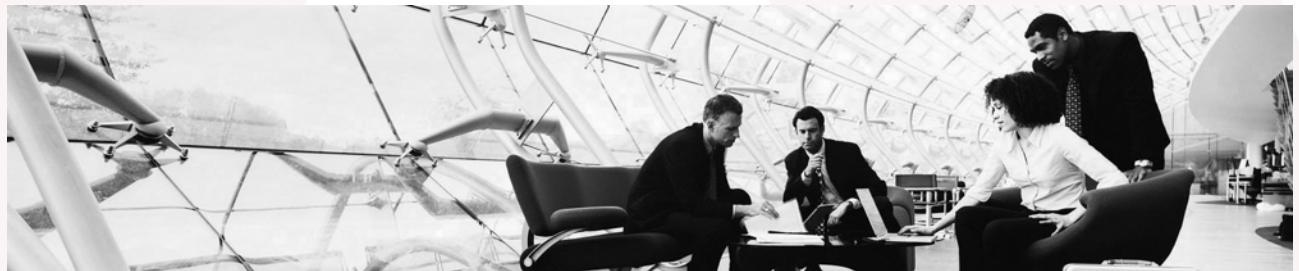
Drive your brand in the right direction. Become part of the most vital web portal for Top-Level Executives.

Access their decision making power.

- An opportunity to engage with C-Level Executives and decision-makers.
- To identify new prospects or better exploit existing markets.
- To forge relationships with existing clients and potential prospects.
- To grow brand exposure by leveraging Social Media Networks (Twitter, LinkedIn, Facebook, The Leadership Hub, Open Channel E-newsletter).
- An opportunity to eliminate multiple single purchases.
- To test market methods; resources; tools; and technology to a target market and tweak or re-evaluate value propositions.
- More affordable than traditional media marketing and a greater market reach.



According to Forbes.com, video drives Executives down the purchase path.



Corner Office

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Get Into the Corner Office

Spend Quality Time with C-Level Executives

At The Peregrine Agency, we trust in the value of collaboration. We believe long-term relationships produce long-term results. This is why we don't offer individual digital advertisements of banners and links. We offer customized Value-Based Partnerships and Sponsorships to optimize your digital marketing needs.

Corner Office offers several measurable opportunities to reach a highly targeted audience of top level executive decision-makers at mid-to-large size enterprises. For one affordable price, you can achieve a complete online branding programme that is the perfect complement to your integrated media plan.

Core Value Proposition	Value-Based Sponsorship \$ 2,600 x1*	Value-Based Partnership \$ 3,000 x2*
Extended exposure as a Featured Sponsor in 2 additional Corner Office episodes		▲
30-second "Information video" on method; resource; tool; or technology (Approved by the executive producer)		▲
Live demonstration of method; resource; tool; or technology		▲
Exclusive invitation to clients and prospects to participate in the live taping of the show		▲
Method; resource; tool; or technology featured online for 30 minutes of live airtime	▲	▲
Audience engagement through real-time Q&A	▲	▲
Method; resource; tool; or technology featured in a blog post on the Corner Office Blog	▲	▲
Brand exposure via Open Channel E-newsletter	▲	▲
Social media and marketing communication promotional support	▲	▲

* Exclusive and limited time offer.