

# Exhibit A

# LRXD

The Health & Happiness<sup>SM</sup> Advertising Agency

We've been in operation since 1967 and work with brands that help people get healthy and celebrate feeling good.



# WHY WE'RE SUCCESSFUL.

We focus on understanding the intricacies of a select number of industries, and have a tried and true formula for increasing profitability for brands within these verticals.

RESTAURANT  
&  
FRANCHISE

FOOD  
&  
BEVERAGE

TRAVEL  
&  
HOSPITALITY

HEALTH  
&  
FITNESS



1

**WE'RE BEST AT...**

## **WE FULLY EXPLORE...**

the state of the business, its challenges, opportunities and measurements of success, then create a plan for getting to that success.

**BENEFIT: WE SOLVE BUSINESS PROBLEMS WITH MARKETING.**



2

WE'RE BEST AT...

## WE CAPTURE AND ARTICULATE...

the truth — the brand essence, the stake in the ground that anchors itself to the minds and hearts of the target audience. This truth embodies every step in the plan.

**BENEFIT: WE FIND THE BEST WAY TO ARTICULATE YOUR GREATNESS — ONE THAT CAN ONLY BE ACHIEVED THROUGH A COLLABORATIVE PROCESS WE GO THROUGH TOGETHER.**



3

WE'RE BEST AT...

## WE MAINTAIN CONSISTENCY...

ensuring the same people who develop the brand story, execute the creative.

**BENEFIT: NOTHING IS LOST IN TRANSLATION, RESULTING IN POWERFUL WORK AND RESULTS.**



THANK YOU.