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LOCAL ADVERTISING FIRM MARKS ANNIVERSARY AND MILESTONE

VAIL - This month marks the seventh anniversary of Media Safari Planning Services, a full-service advertising agency located in Avon.

Started in 1995 by longtime area resident Howard Leavitt, Media Safari Planning Services was originally conceived to assist local and regional businesses in the development and implementation of their advertising and marketing plans. It has since grown to include most traditional agency services including development, production and design for print and web applications, public relations, copywriting and research.

Prior to starting Media Safari, Mr. Leavitt was vice president and sales manager for Pocket Guide Publications, a company specializing in resort visitor guides. It was in this role that the concept for Media Safari was born after observing the frustration of clients in dealing with the overwhelming number of media opportunities and the sales people that went promoting them.

“In many cases, my clients are established businesses whose day-to-day operations no longer allow the owner to effectively address this aspect of the operation. We attempt to develop a cohesive plan for their specific business by making informed and intelligent decisions based upon their type of business, identifying their customer and the specific market climate at any given time.”

Media Safari clients include a variety of restaurants, retail stores, activity companies and professionals throughout the Vail Valley. This year also marks the first time Media Safari’s clients have represented over twenty million dollars in cumulative gross sales. Media Safari has also provided consulting services for clients as large as Vail Resorts and Christy Sports.

“Marketing dollars are precious and they must be spent wisely and effectively. That’s why it is critical for advertisers to have someone representing them who knows the players and how to get the most out of those dollars. I’ve been fortunate to have found a niche that enables me to assist my clients to rise above the din and the clutter in an increasingly competitive marketplace.”

For more information please call 949-5373, e-mail howard@media-safari.com or go to the website at www.media-safari.com.