



**FOR IMMEDIATE RELEASE**  
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**“So You Want Your Brand to Be in Pictures”**  
Visionary Strategies Hosts Product Placement Seminar

PRINCETON, Nj--From Editorial Placements to Advergaming to Celebrity Seeding: Visionary Strategies, a Branding and Licensing company located outside of Princeton, NJ, has put together an incredible panel to discuss the various facets of Product Placement within the fashion industry. CEO's and Presidents of high-end fashion companies, such as Liz Claiborne and Kellwood, arrived early to gain insight into how to strategically formulate Product Placement. The event was held in conjunction with the American Apparel and Footwear Association (AAFA), a national trade organization representing apparel and footwear on Tuesday, June 28<sup>th</sup> at The Princeton Club in New York.

Visionary Strategies chose four very interactive panelists whom of which were: Jeff Greenfield, Executive VP-1<sup>st</sup> Approach; Maggie Laver, Director of PR-Brown Shoe Company; James LaForce, Principal Partner-LaForce & Stevens; and Mitchell Davis, CEO/President-Massive Incorporated.

“What was great were the different perspectives and the clear roadmaps on how to target and implement the different mediums,” commented Pete Oakley, a Marketing Coordinator for SouthPole Clothing.

Beginning his presentation with a magic trick that would foreshadow his presentation in the latter, Jeff Greenfield, the Executive VP of 1st Approach, explained the process of Product Placement and how to maximize your return on investments.

Maggie Laver's simple strategy throughout her presentation was this: Relationships, Leveraging product placements and Value. Maggie has created these relationships within the magazine industry and they have utilized her shoe products throughout the years. Mitchell Davis showed the attendees at the seminar a different way to place your products in the face of the consumer without the clutter of advertisements. Advergaming and product placement are both tools that are being utilized in the gaming world.

“Through complete brand integration into product, product usage in scene or images, consumer impressions, and the integration between the actors & the product,” stated James LaForce during his presentation, “measuring the effectiveness of product placement has become more common with outsourcing to a PR agency.”

Visionary Strategies has been on the forefront with this seminar and is delighted to have collaborated with the AAFA. Another Product Placement Seminar hosted by Visionary Strategies and the AAFA is currently in the works to occur in the near future in the state of California. If you would like to inquire about future marketing initiatives, please feel free to contact us at our Creative Center, 908-281-3833.

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*“Brand Architects: Building Empowerment through Partnership”*

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