



## MIX-IT-UP

Bell Media has a dedicated team called **The Mix**.

They are a resource for developing and implementing multimedia campaigns that are grounded in strategy, innovation and insights across more than one medium.

### Responsibilities:

- Point of contact for custom multimedia campaigns
- Facilitate brainstorm and develop integrated proposals to client RFP's
- Manage multimedia campaigns from sold to execution

### Our Approach:



### Why Mix-it-up?

- Uncover cross media capabilities
- Layer path to purchase strategies with brand building initiatives
- Link non-traditional initiatives with our mass channels
- Your Guide within Bell Media

### The Mix: Your Source for Multimedia Initiatives

For more information or to meet face to face with the Bell Media Mix, call Debbie Drutz at **416-440-6569** or email at [debbie.drutz@bellmedia.ca](mailto:debbie.drutz@bellmedia.ca)

