



**max**<sup>TM</sup>

MUSIC AUDIENCE EXCHANGE

# Client Testimonials



The MAX logo is displayed in a bold, white, lowercase sans-serif font against a dark background.

## Client Quote



“From sales and client relations all the way through to the artist relations, media, and creative departments I know that the team at MAX has my back and works so hard to achieve our campaign objectives. We're truly in this together, and MAX is playing a key role in helping us extend brand reach to new and untapped consumer demographics. The process has been transparent and easy to navigate, and the MAX team has been collaborative and engaged at each step. This is our first partnership in the music space and I'm impressed and encouraged by the authentic and passionate connection that fans have with our brand. I feel that same passion from all of my interactions with the group at MAX. They are laser focused on driving results, and I've already been recommending them to other brands who I know could use this type of arrow in their marketing mix quiver.”

**Paul Rabaut**  
Marketing Director  
AeroGarden





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## Client Quote

**BUD  
LIGHT<sup>®</sup>  
SELTZER**

“We had a great experience working with the MAX team. They were incredibly well organized and attentive. They over-delivered on every deadline and made a program come to life in less than two weeks. Can’t recommend them more!”

**Senior Associate Brand Manager**  
Anheuser-Busch





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## Client Quote

**BUD  
LIGHT<sup>®</sup>  
SELTZER**

“The MAX team delivered a great Bud Light Seltzer concert for our retailer & wholesaler heroes on the frontline!! The sound quality was unreal and just made all the difference. Our leadership was thrilled, calling it an 'excellent initiative'!!”

**Brand Manager, Marketing**  
Anheuser-Busch



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## Client Quote

TOBACCO  
FREECA



“We had a wonderful experience with the MAX team from start to finish. Their team was collaborative, addressed feedback quickly, and was very communicative throughout the entire process. On set, the team was professional and on top of things which led to a really smooth production and happy clients all around.”

**Hannah Grossman**

Account Manager  
Duncan Channon



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## Client Quote



"MAX provides an efficient and precision-tuned platform for targeting and engaging artists and fans in ways that brands can see, hear, feel, measure and replicate. It's a beautiful system and we're excited to see where it grows from here."

**Dot Rhyme**

Executive Producer, Chevy Music Showcase  
Brand Talkers







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## Client Quote



**FALLON**

“The best part about working with the team at MAX was their complete professionalism. In a category full of people trying to figure out how to make things work on the fly, the MAX crew was buttoned up, moved quickly, and checked every box necessary for a flawless event and execution. From start to finish, it was a seamless process and we couldn’t have been happier with our partnership.”

**Andy Rhode**  
Head of Media  
Fallon



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## Client Quote



**FALLON**

“MAX seamlessly put together a live event, combining a unique artist data set, years of production experience, and, of course, their passion for all things music. Couldn't have done it without them and we will definitely work with them again.”

**Hana Friborg**

Digital Media Supervisor

Fallon







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## Client Quote



“MAX has been a perfect way to reach our target using music as the connection and social media as the medium. A great company to work with that over-delivered on results! Win-Win!”

**Joan Powner**  
Marketing Manager  
MillerCoors



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## Client Quote



“We have been very happy with the fantastic legacy partnership we have developed with MAX since 2015. What began as a coordinated effort working with regionally relevant artists to connect with our target on a local level has developed into a national campaign featuring nationally recognized artists while still impacting metrics at a local level. MAX developed turnkey programs for us and, most importantly for us, LISTENED and made sure that the programs met our needs. Even through the challenges of marketing in 2020, MAX has been proactive, flexible, and innovative.”

**Scott Andrews**  
Region Sales Manager  
Keurig Dr Pepper



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## Client Quote



**TracyLocke**

“MAX is consistently a great partner to work with. The 360-degree programs provide value to our clients and the activation is turnkey!”

**Kelley Kelley**  
Media Supervisor  
TracyLocke



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## Client Quote



"MAX is dedicated to delivering exactly what they promise. Five star campaigns with excellent service and innovative creative ideas and the talent delivers. I can't say enough good things!"

**Leslie Neumann**

Media Planning Supervisor  
Mindshare  
*(Cincinnati North Ford Dealers)*



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## Client Quote



"MAX has been a great partner in working with us to promote our clients' needs and product. They have been flexible and willing to try new ideas and have been able to work within our budget. The account contacts are very easy to work with and overall make it a fun project!"

**Andrea Plummer**

Senior Account Executive

GTB

*(Northern CA Ford Dealers)*



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## Client Quote



"I have had a great experience working with MAX over the past few months. Good people, great services, and amazing results."

**Chris Daul**

Account Executive

GTB

*(Houston Ford Dealers)*





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## Client Quote



"The people at MAX are always going above and beyond what we ask for. They are creative, have lots of great ideas, and have a passion for what they do and the content they create."

**Caroline Giannella**  
Account Manager  
GTB  
*(South Texas Ford Dealers)*



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## Client Quote



"I have thoroughly enjoyed working with MAX. The members of the team are collaborative and innovative on all music and social media activations. MAX works diligently to provide world class service to us."

**Erica Blue**

Account Executive

GTB



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## Client Quote



“Every person that I have met from MAX has been absolutely amazing. The content that is created for our clients is always innovative and original.”

**Erica Blue**  
Account Executive  
GTB



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## Client Quote



“Our FDAF (*Ford Dealer Advertising Fund*) has worked with MAX for the past two years for both Ford Music and to manage our social media platforms. We have developed a very strategic partnership targeting consumers who might not otherwise engage with Ford and its product. By matching artists to vehicles and informing consumers of grass root involvement in our very spread out and diverse multi-state geography, we have been able to help grow our share with an industry that is currently flat. We value this partnership.”

**Jeff Rower**  
Vice President  
GTB



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## Client Quote



"MAX is our trusted social advisor. They are consistent when providing forward-thinking and consumer engaging social solutions."

**Matt Butler**

Management Supervisor  
GTB



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## Client Quote



"MAX provides an amazing platform for brands to build relationships with consumers in an impactful way."

**Brett Peters**

VP Marketing, Regional Account Director  
GTB







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## Client Quote



"I'm very pleased with the results MAX delivered for my territory during our first campaign; the overall program really maximized our brand exposure with our target consumer in a meaningful and impactful way. What really impressed me is their ability to target and engage a very specific consumer online, at retail and through live music experiences. The secret is in their artist matching engine; it houses a wide array of artists but identifies the right artist to partner with to reach my local target consumer. Their multi-channel media platform brings it all together to make each consumer touch point unique using custom co-branded content that aligns with our brand image and guidelines. Both the MAX team and the artists have been great to work with; we're truly excited about our partnership with MAX and looking forward to executing our next campaign."

**Orfilio J. Quintero**  
Hispanic Manager  
Jack Daniel's



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## Client Quote



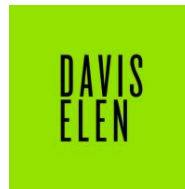
“MAX has been a very trusted and supportive partner of ours over the last two years. They create unique work that effectively reaches our audience and generates amazing results. They are very flexible and go the extra mile for their clients. We are so excited about the work we have achieved together!”

**Alyssa Ruzich**  
Account Executive  
H/L



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## Client Quote



"It was wonderful to work with MAX. They have a team of individuals with years of experience and it showed. Their professionalism and easy-to-get-along-with personalities made our entry into this new space for us as seamless as possible with meeting deadlines and ensuring we had the local market coverage we needed. We also couldn't have asked for a better artist to work with for our brand."

**Miriam Falcon**  
Account Supervisor  
Davis Elen Advertising



The MAX logo is displayed in a bold, white, lowercase sans-serif font. The background behind the logo is a dark, blurred image of a stage with purple and blue lighting, and a laptop screen is visible in the lower-left corner.

## Client Quote



“Earlier this year I transitioned roles. A different company and a different space. I had used MAX with great success during my previous role, and as I was getting up to speed with my new team and we were talking about ways to effectively lift velocity during a key part of the year with a very important customer, I immediately thought to call my contacts at MAX. This year’s shopper marketing campaign was executed flawlessly. One of the things I love about working with the MAX team is how each part of the organization works so collaboratively with me and my team to make sure we’re happy and that objectives are being met. Campaign optimizations were implemented seamlessly, and the results were so strong that we ended up extending the duration of the campaign to continue to leverage the success we were having. There’s no doubt that our efforts with MAX played a large role in our retail partner’s decision to extensively expand our distribution into hundreds of additional stores. I have no doubt that the relationship we’ve formed with the MAX team will continue in 2022 and beyond.”

**Paul Rabaut**  
Director of Marketing  
No Cow



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## Client Quote



“MAX did a great job leading our Pepsi Full of Detroit Soul Music Program. Top tier account management, strategy, and creative execution that really resonated with consumers.”

**Fred Ghamyan**

Senior Manager, Brand Marketing  
PepsiCo



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## Client Quote



“Working with the MAX team has tremendously enhanced my current marketing campaign. Not only is the team seamless in their execution, but they have been a great resource for out-of-the-box ideas and amplifying our business objectives. The MAX team has gone above and beyond in making sure that my program launches without any issues and has exceeded my expectations. When working with MAX, I do not have to worry. I know that everything will be taken care of.”

**Jazmine Robinson**  
Marketing Analyst  
PepsiCo





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## Client Quote



“Thank you for pushing us to do something different and meaningful. From the many comments we received about KEM’s performance, it is clear that this experience brought a lot of joy to so many who clearly need it right now. I know this was a lot of hard work to get this executed; it was done beautifully and you guys crushed it!”

**Kathy Kennedy**  
Sr. Director Brand Marketing  
PepsiCo Beverages



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## Client Quote



**RAM**



**G7 ENTERTAINMENT  
MARKETING**

“The G7 team partnered with MAX to deliver audience communication/registration and concert streaming components of our virtual Chris Stapleton performance for RAM Truck customers. The MAX team [members] were strategic, highly competent and a pleasure to work with. And MAX’s SET.Live™ technology delivered just as promised.”

**Andre Gaccetta**

CEO

G7 Entertainment Marketing



The logo for MAX, featuring the word "max" in a lowercase, white, sans-serif font with a registered trademark symbol.

# Client Quote



“Our experience with MAX has been really great! We worked with them on behalf of our automotive client to amplify a campaign with a key country music artist. Working with MAX was turnkey, the campaign was executed quickly and was very robust in terms of content and media. I think the campaign really helped to drive awareness in ways that we couldn’t have done ourselves, and the metrics and analytics provided by MAX were a big draw.”

**Lauren Spurlock**  
Director, Client Services  
G7 Entertainment Marketing





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## Client Quote

# ROCKET Mortgage

“Music is a universal language that connects us. Our work with MAX has helped us reach more diverse audiences and build relationships with people through the passion point of music. When people see our brand at a show, and then hear us on the radio, they remember us from the show. MAX, Spencer, and the whole team have been great, helping us create culturally nuanced content featuring relevant artists and we look forward to working with MAX in the future.”

**Wilson Santiago Soler**  
Multicultural Campaign Manager  
Rocket Mortgage | Rock Central



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## Client Quote

*Tito's*



*Handmade*

VODKA

AUSTIN ★ TEXAS

"MAX seamlessly delivered a push-button music program that generated measurable results. Their combination of creative and technology equaled exponentially more exposure than we expected."

**Nicole A. Portwood**  
VP Brand Marketing  
Tito's Handmade Vodka



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## Client Quote



TOYOTA

SAATCHI & SAATCHI

“MAX is an extremely innovative way to connect brands to artists to provide a unique virtual concert experience for its audience. Even during these unique times of 2020, MAX found ways to draw a connection and bring back the excitement fans were missing within the music industry. The MAX team is high energy, dedicated & goes above and beyond to meet client needs! It was a pleasure working with them and I look forward to staying connected to MAX for future projects down the road.”

**Paige Pisani**

Sr. Account Executive  
Saatchi & Saatchi





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## Client Quote



**MARINES**  
THE FEW. THE PROUD.

MINDSHARE



“MAX has been a great partner to work with. They have provided the flexibility and transparency needed to work with our government client. Their artist selection and promotion surpassed our expectations.”

**Adam Griffith**

Director  
Mindshare



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## Client Quote



"Music is at the heart of our brand and central to our relationship with our guests; with the MAX platform, we took things to a new level across radio, streaming, social and stage."

**Simone Bruderer**

Director of Marketing  
Wild Wing Cafe





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## Client Quote

# Wrangler

“Working with MAX has been a real pleasure—the team has been flexible, and we’ve especially appreciated their forward-thinking solutions and turnkey execution during a year like 2020. We look forward to partnering with MAX for years to come.”

**Joe Tomeu**

Account Executive  
Kontoor Brands

