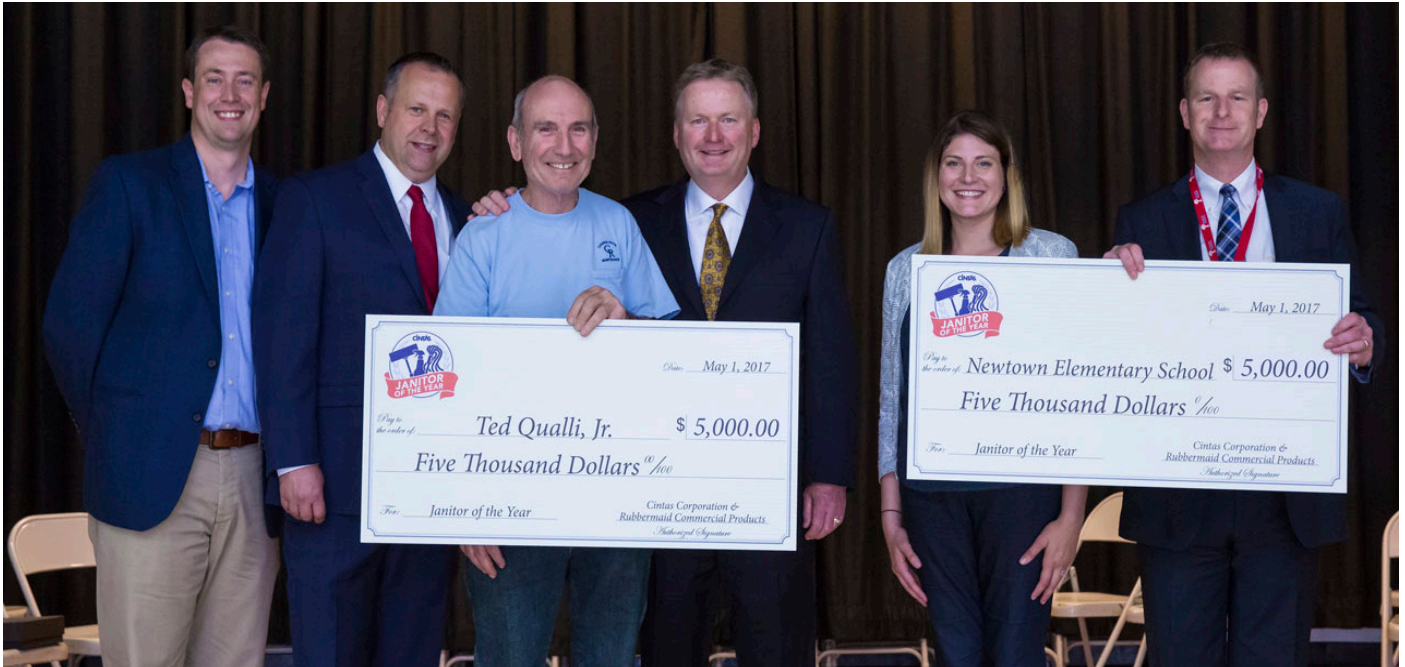




MulberryMC *Making business to business personal*

CINTAS CORPORATION

Janitor of the Year Award



Challenge

Cintas Facility Services Division had limited brand awareness in the education sector and wanted to increase its profile among K-12 and college and university decision makers.

Strategy

Mulberry developed and executed the Janitor of the Year contest, which showcases heart-warming stories of hard-working school janitors who do much more than clean our nation's schools. The winning janitor is awarded \$5,000, and the school receives \$5,000 in products and services. Cintas solicits nominations and narrows the field down to the top 10 finalists who the public vote on to crown the winner. An awards ceremony and media event is organized at the winner's school.

Results

Nominations: 1,211

Finalist votes: 898,220

Media placements: 232 (national and regional print and broadcast media; trade media)

Coverage impressions: 145,034,635

Coverage advertising value: \$627,819