

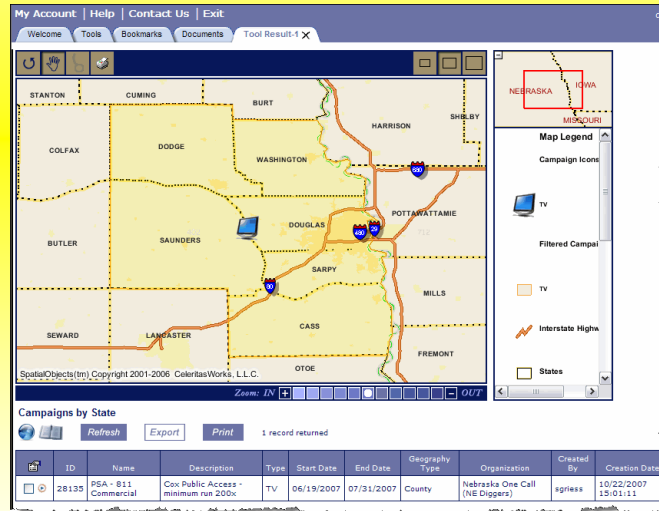
# Campaign Awareness Manager™



The **Campaign Awareness Manager™** was specifically designed for One Call centers and their member companies as a powerful, web-based tool for creating and managing damage prevention-related activities. It allows you to organize all of your advertising, marketing campaigns and special event efforts into one easy-to-use system that saves you time and improves efficiency by allowing you to quickly and easily access and view your data.

The **Campaign Awareness Manager™** provides One Call centers and their member companies with tools for:

- Tracking and trending mass media campaigns: radio, TV, newspaper, magazines/trade publications, tradeshow & fairs, training events, surveys, direct mail, billboards, bill stuffers, special interest groups, public relations, point of sale, Internet advertising, etc.
- Viewing a graphic representation of damage prevention efforts across a city, county or state
- Mapping and analyzing radio and TV commercials, print advertisements and trade shows for county and statewide coverage
- Managing and tracking training events and attendance
- Immediate, real-time access to radio, television and print media affidavits
- Accessing and displaying data layers such as streets, pipeline centerlines and buffer zones, dispatch centers, etc.
- Survey reports
- Damage research: damages by facility and excavator, Facilities Damage Report



**CeleritasWorks™, LLC** is an enterprise-class GIS development company headquartered in Kansas City. In addition to core IT consulting services, Celeritas offers patented and copyrighted web-based solutions aimed at the Underground Damage Prevention marketplace.

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