

# **BLANCHE® BLASTS OFF CONNECTING BRANDS & CONSUMERS THROUGH ENTERTAINMENT PARTNERSHIPS THAT GENERATE EXCITEMENT**

*Company helps Brands Reach Target Audience as they Consume Entertainment;  
Creating Campaigns that Make Sense*

Los Angeles, CA – October 14, 2008: Lynda Stenge, an entertainment strategist and former band manager with expertise in strategic entertainment partnerships, launches Blanche® today to address the needs of corporate marketers, struggling to reach consumers effectively. Blanche connects brands and consumers through strategic partnerships that ensure marketing messages reach targets where they live, work and consume entertainment. Whether the consumer is online, shopping, or on the phone, the campaigns are tied to what they love, thereby forming an emotional bond without being intrusive.

“Consumers are busier and smarter than ever, they know what they want and how they want it,” says Stenge. “Entertainment partnerships allow us to reach target consumers through their lifestyle - on their terms – and the results are successful because they care.”

Blanche connects brands with consumers through in-store promotions; mobile phone campaigns; live events; product placement; music download programs; branded compilation CDs; online campaigns; street team sampling and more. Each original program is designed specifically for the client and their unique, target audience. Stenge has worked with superstar acts such as Black Eyed Peas Rihanna, All American Rejects, and Pussycat Dolls and delivered strategic alliances for major brands including American Eagle, Virgin Mobile and Vanity. Blanche is based in Los Angeles. For more information visit: [www.blancheagency.com](http://www.blancheagency.com)

**About Blanche Agency:**

Blanche is a Los Angeles-based, full-service, marketing agency specializing in entertainment partnerships and lifestyle marketing. Founded by Lynda Stenge in 2008, the company connects consumer brands with entertainment entities and artists to create brand awareness and drive sales with personalized marketing delivered to target audiences. The company provides affordable alternatives and results with executive-level attention. For more information visit: [www.blancheagency.com](http://www.blancheagency.com)

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