

## LEGAL NOTICE SERVICES & EXPERIENCE

More than ever, there is no one-size-fits-all solution to employ a meaningful, effective and efficient notice program. GCG's seasoned notice experts and veteran operations teams have the necessary data and media savvy to architect and execute intelligent notice plans. Our Notice & Media Team will work with you to ensure each plan best meets the individual needs of each class and overall administration.

### EXPERT ADVICE ON NOTICE LANGUAGE

Consult with GCG's experienced Notice & Media Team to draft settlement communications – from notices to website FAQs – that provide the right information to claimants the right way to ensure that your notice program:

- Meets the plain language requirements of each case
- Satisfies Due Process and other legal mandates
- Provides claimants with highly visible access to the most current settlement resources

### DIRECT NOTICE PROGRAMS

While technology continues to provide additional methods to reach class members and affected parties, many courts still require direct, mailed notice where contact information is available. Whether contact information is a physical address, email address, or otherwise, GCG can help design a program that satisfies your direct notice requirements. Our services include:

- Personalized notice to multiple addresses and identified beneficiaries
- Advanced address searches to resolve missing, incomplete, and inaccurate files
- Thorough processing and recording of returned mail to maintain accurate project database records
- Communication with Internet Service Providers ("ISPs") in advance of a large email notice campaign to reduce the number of blocks and bounce backs to ensure the highest deliverability rates
- Tracking of soft and hard bounces, and resending bounced emails

### MEDIA STRATEGY

A media outreach campaign can also serve as a standalone notice program when it is the best method to reach an affected group. GCG's Notice & Media Team can:

- Evaluate and recommend an approach that works best given the particulars of the case, the affected group, and the applicable law
- Analyze the media consumption habits and language preferences of the target audience
- Use media industry data and the most cutting-edge media tools to achieve a reach-based notice program, including international, national or geo-targeted advertising for newspaper, magazine, television, internet, mobile, as well as search engine and social media advertising

#### CASE STUDY: REEBOK INTERNATIONAL LTD.

**Challenge:** In the FTC's efforts to resolve charges that Reebok deceptively advertised its toning shoes, the government agency employed GCG in one of the broadest reaching and most effective notice programs in recent history.

**Resolution:** Exceeding our original projections, this program reached nearly 90 percent of class members (on average 4 times), delivering over 700 million impressions through traditional media, news articles, online advertising, mobile advertising and opt-in text messaging, banner ads posted on Pandora.com, social media outlets (such as Facebook) and fitness and exercise blogs. We also provided notice packets via first class direct mail to over 198,000 class members, created a settlement website and a toll-free telephone helpline to field class member inquiries.

Partner with Performance® with GCG – Call us today to discuss your legal administration needs.