

# Initiative Media

Famous Star - *Member since 1994*



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Initiative proudly serves the Carl's Jr. and Hardee's brands as a media, marketing and digital company. Since its creation in the early 1970s, Initiative has developed into a full-service media management company, offering all facets of communication planning and buying. Our global network works together as a single, fluid organization. Each Initiative unit is supported by extensive research, technology, programming, innovation, and econometric modeling resources. Yet the mission of each local Initiative unit has remained unchanged - to secure for clients the maximum return on their media investment. Initiative is a Media, Marketing, and Digital Company. We transform media exchanges to marketing results.