

ABOUT US

At Main Media, we specialize in creating premium video ads, innovative out-of-home creative, and executing paid media campaigns. Our team is dedicated to delivering impactful and measurable results. Main Media's creative team consists of production experts experienced in crafting inventive and visually compelling campaigns. We understand the importance of storytelling and know how to create content that engages viewers and drives action. We work with our clients to develop strategies to ensure their brand is seen and remembered by their target audience. We use advanced targeting and measurement techniques for your message to be seen by the right people at the right time. Main Media works closely with our clients to understand their unique needs and develop customized strategies that drive results.

COMPANY PROFILE

BUSINESS TYPE:

Marketing Consultant

DESIGNATIONS:

- **DUNS:** 104046113
- **CAGE:** CS83
- **NAICS:** 541613, 541810, 541830, 541850, 541890

CERTIFICATIONS:



The Trade Desk certified in Data Driven Planning, Marketing Foundations, and the Executive Program

DIFFERENTIATORS:

- 20 plus years- media experience
- Compelling Ad creation
- Multi category omnichannel expertise
- Nielsen measurement trained
- Data driven planned placement
- Transparent communication

CONTACTS:

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CORE COMPETENCIES



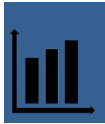
Strategic Planning: Develop effective media plans that utilize the appropriate channel to target the right audience. With a wide-ranging knowledge base of media buying, placement and optimization strategies, as well as an inherent understanding of the audiences and markets being targeted.



Industry Engagement: Strong relationships, built over years of involvement, with media publishers, networks, ad exchanges and related vendors. Combined with staying on top of emerging trends in ad technology



Creative Optimization: We help develop the concepts and produce the quality of ads that will effectively deliver your message. With a compelling message that resonates with your target audience to motivate and engage them



Measurement and Optimization: Today's advertisers have more feedback than ever. The data is not just for measuring results after ads have run but can also be used to optimize campaigns to focus resources before anything airs.



Project Management: With so many options for marketers today it's critical to utilize our capacity to manage the complex logistics involved in executing media campaigns across multiple channels

PAST PERFORMANCE

- **Holston and Huntley:** Leveraged our expertise in video advertising to execute a comprehensive rebranding of client's TV commercial message, positioning their brand for renewed success in a highly competitive market. The end result being a highly effective rebranding of our clients TV commercial message which effectively communicated their unique value proposition and resonated with their target audience. We worked closely with the client to understand their brand identity, core values, and target audience. Ultimately, we extended this new brand message to the out-of-home creative as well. Once final concepts were approved, we leveraged our network of media partners to ensure that the assets were placed in optimal locations to maximize the reach and engagement with the target audience. In addition, we leveraged our relationships with key media outlets to secure additional value for our client, including exclusive sponsorships, promotions, and partnerships that helped to maximize the campaign's impact and results.
- **Airanomix:** Served as trusted advisors for both creative and campaign execution. Our team of creative professionals collaborated to develop the innovative and compelling creative for multiple campaigns. Drawing on our extensive expertise in advertising and marketing, we worked closely with the client to understand their objectives, target audience, and brand messaging. Once creative assets were finalized, we worked closely with our media partners across a range of broadcast TV and radio channels to maximize reach and engagement.
- **Dennis Law Firm:** Successfully planned, negotiated and executed both Out-of-Home and Television campaigns from 2019-2022. Built Out-of-Home to over 150 billboards across both static and digital channels while also implanting video advertising campaign across 4 TV stations and a streaming ad network.