



Media Muscle.

Plug into proven strategic media expertise. Our media philosophy—honed over 30 years in the Philly and New York advertising communities—is steeped in immersion, constant learning and balance. We believe in:

- // Aligning objectives with measurable success from the beginning
- // Delivering recommendations that push beyond visual observations to actionable insights
- // Taking pride in being accountable—spending every dollar likes it's our own
- // Encouraging a test-and-learn approach—pushing brands toward a growth mindset
- // Championing brand-first practices to ensure relationships meet client needs and desired workflows
- // Guaranteeing hands-on, senior-level attention to be certain expectations are exceeded

Hallmarks of our strengths and experience:

- // 30+ years on-the-ground training as the media landscape continues to evolve
- // 360° media experience across a range of sectors, brands, objectives and audiences
- // Strong, practical understanding of how the media ecosystem works
- // Proactive vantage point on where media is headed
- // Deep grasp of media trade-offs
- // Well-rounded (and grounded) perspective

TOP AGENCIES

- // Grey Advertising
- // IPG/Tierney Communications
- // Weightman Group
- // Red Tettemer O'Connell + Partners

FINANCIAL

- // WSFS
- // FS Investments
- // Janney
- // TD Bank/Commerce Bank
- // T Rowe Price

CPG

- // Dietz & Watson
- // Nature's Bakery
- // Nasoya
- // Morning Star Farms
- // CoverGirl
- // Pantene
- // Bimbo
- // Tastykake

CONSUMER

- // Planet Fitness
- // Stanley Black & Decker
- // Craftsman
- // DeWalt
- // Trane
- // California Assoc. of Realtors
- // Verizon
- // Comcast

FOODSERVICE

- // Tyson Foodservice
- // Steak-EZE® Brand
- // Original Philly® Brand

RETAIL

- // Swarovski
- // David Donahue
- // Dicks Sporting Goods

HEALTHCARE

- // Blue Cross/Blue Shield Association
- // Independence Blue Cross
- // United Healthcare

ADDITIONAL SECTORS/CATEGORIES: Utilities, Alcoholic Beverages, Non-Profits, Government-Subsidized, Industrial