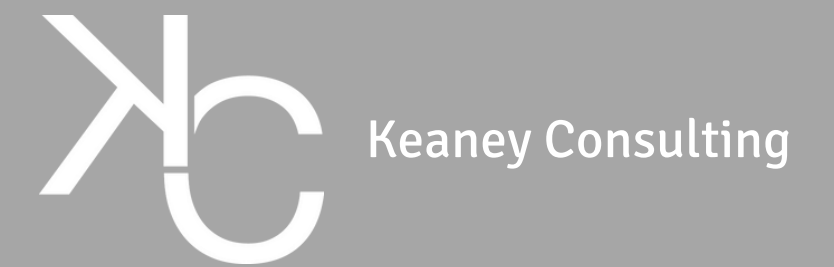


Case Study:
Creating a Pop-Up Ad
Agency For A Large Media
Company



Issue:

The MD of a large Media Company approached us with an interesting business problem. Their company was a lifestyle-based media company catering to car enthusiasts. They had sold in an advertising client, an automobile company, who was interested in leveraging the media company's enthusiast base to help launch their new product, an off-road lifestyle vehicle.

Although the Media company had many resources at their disposal - creative services through their production unit, media buying through their many publications, car marketing expertise - they were not set up to service an advertising client, which would demand a different level of client service and reporting.

Discovery:

After studying the agreed-upon scope of work, we realized we could create a lean, effective management team (a "pop-up agency") to service the end client, and could augment that team by leveraging the Media Company's internal resources to successfully launch the client's product.

Solution:

In order to create the pop-up agency, we hired a brand strategist and a project manager for the project, and leaned into our own production background to audit the Media company's internal creative resources to find where talent augmentation would be necessary. During the course of the project, we brought in a copywriter and art director as needed, but were mainly able to find the creative resources the project required internally.

Results (End Client):

The pop-up agency created a social media teaser campaign aimed at signing up regional dealerships, coupled with a strategically placed media buy in enthusiast and lifestyle publications. The product launch was a huge success for the automobile client, who exceeded their dealership sign-up goals and created a strong buzz for their new product, which would be ramping up production incrementally in the coming years.

Results (Client):

For the Media Company, we delivered a 46% profit margin on the project, and more importantly, a template for how the company could successfully service ad clients in the future by leveraging their own resources.