

# MG Media.



MG Empower  
Agency Deck

2023  
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# MG Media.

Our dedicated team of integrated media planners, buyers and activation specialists. Empowered by an extensive network of global partners, we help your brand connect with consumers in all corners of your digital and IRL ecosystems, in the moments that matter most.

- **Media audits**
- **Strategy and consultancy**
- **Cross-channel media planning**
- **Buying and activation**
- **Measurement and attribution**





# Public

## **Paid strategies and optimisation.**

MG Media develops integrated media strategies and comprehensive media plans that allow brands to maximise ROI, building immediate demand and longer term brand growth.



**CONNECT WITH  
YOUR AUDIENCE.**



# Media buying and activation.

In an ever-changing and complex media landscape, our media specialists live and breathe best practice, and analyse data to drive incremental improvements in performance. We identify opportunities for your brand to show how you can maximise the impact.



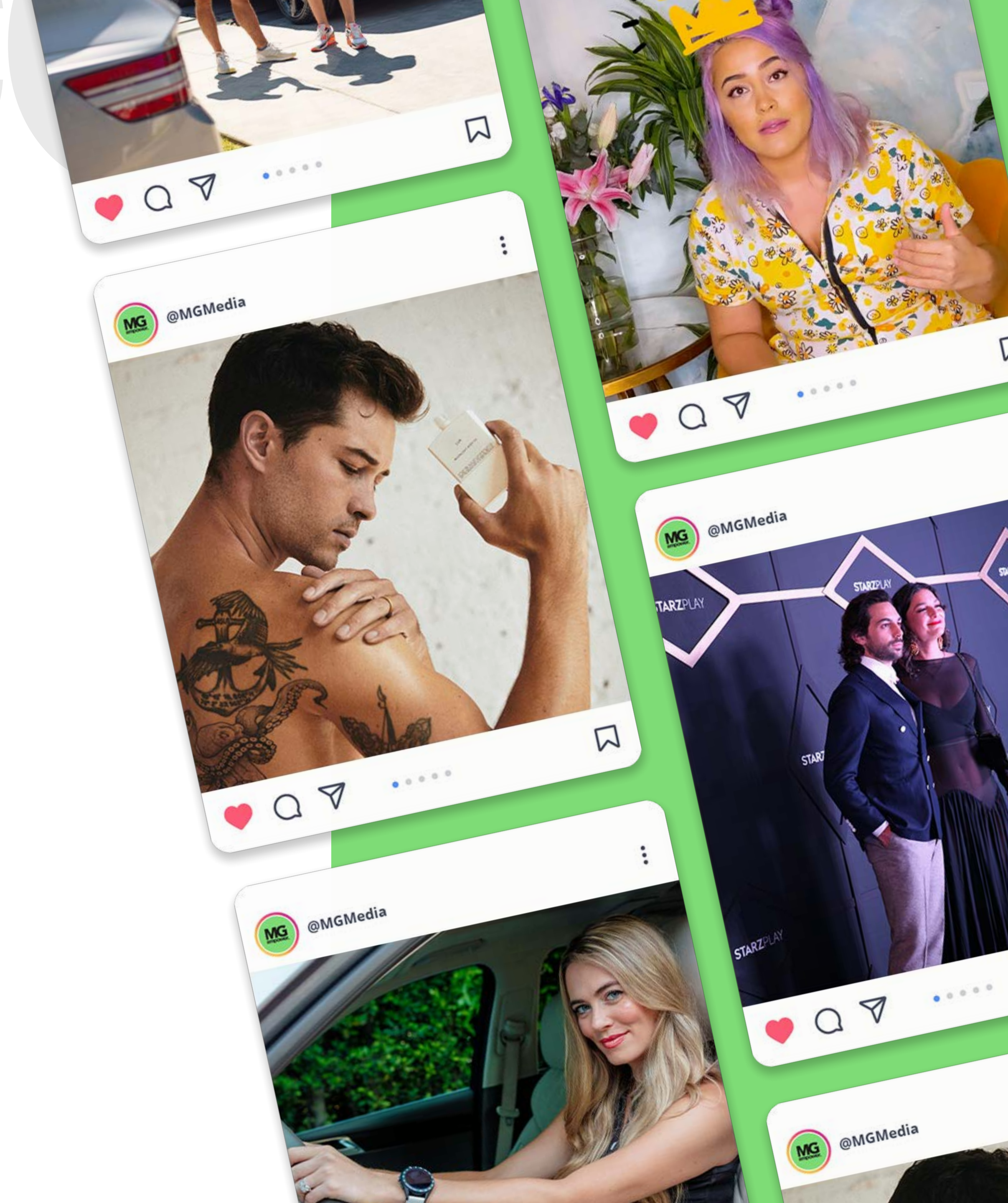
TEST. LEARN.  
OPTIMISE AND  
INNOVATE.



# Influencer amplification.

Align media and influencer activations to extend reach above and beyond. Leveraging influencer content to aid product discovery and education.

ENGAGE  
WITH YOUR  
COMMUNITY.







# JVN Hair UK.

To launch the JVN Hair UK D2C website, we leveraged Jonathan Van Ness' iconic personality and featured best-selling products to drive deep product exploration on-site.



**A dynamic media strategy was activated to allow for in-flight optimisation, testing key audience segments and creative – and delivering 270% above planned revenue targets for the launch phase.**



JVN

FLANNELS

Stripes

 bumble

COSTA BRAZIL

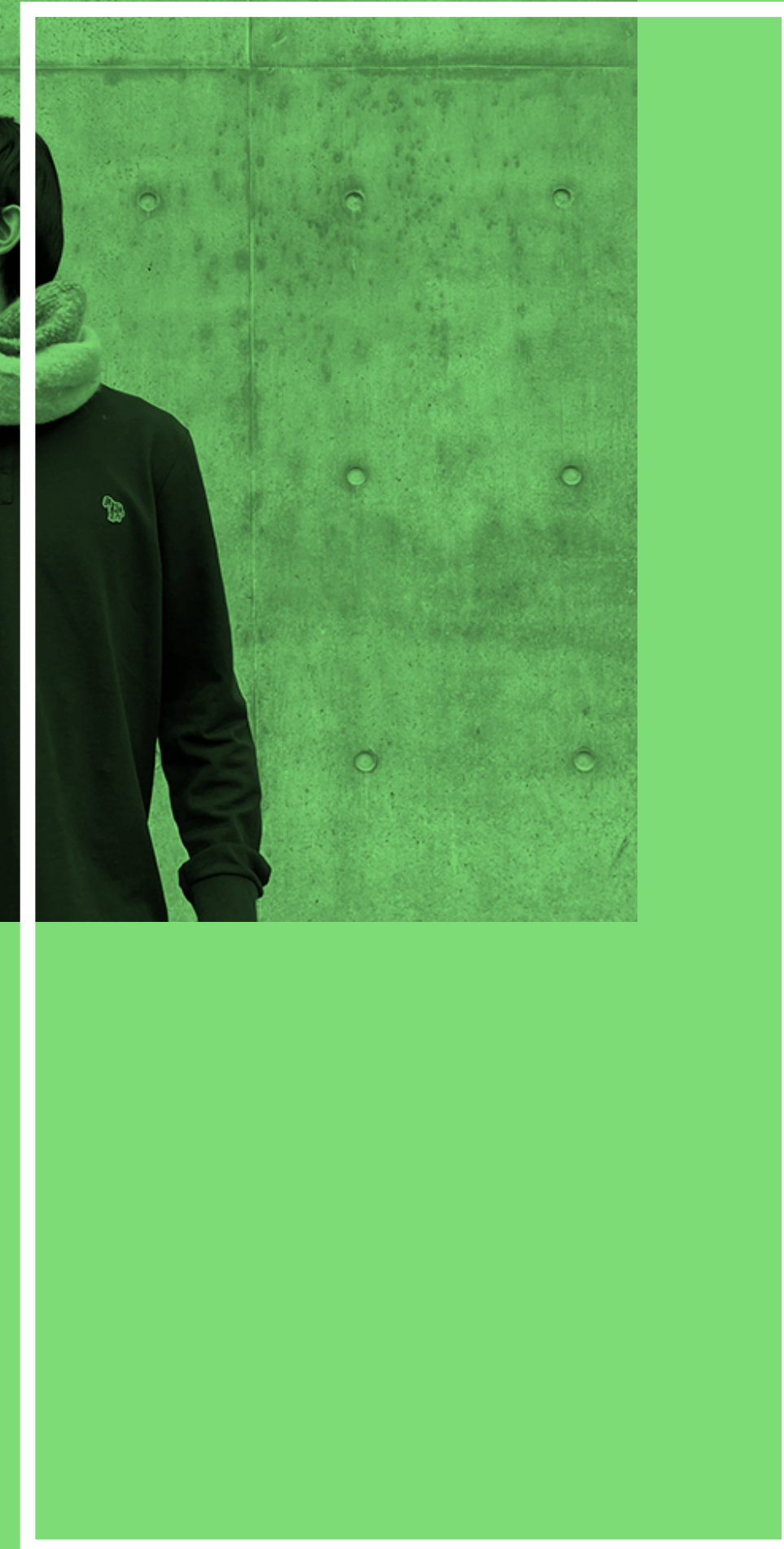
**BRANDS.**

 Dr Dennis Gross  
SKINCARE

  
GENESIS

LIONSGATE+





# DISCOVER EVERYTHING ABOUT MG MEDIA ON OUR WEBSITE.

<https://mgempower.com/mg-media/>

