

MEDIA

BROADCAST/VIDEO
TRADING DESK
MOBILE/TABLET
OUTDOOR/PRINT
NATIVE/SOCIAL

JANE



ACADEMY
AWARD®
WINNER
BEST
DOCUMENTARY
FEATURE 2017

DIGITAL

DATA CAPTURE
PROGRAMMATIC
CLIENT DASHBOARD
ADVANCED ANALYTICS
HTML5 AD DESIGN

O.J.: MADE IN AMERICA



CREATIVE

IN-HOUSE DESIGN STUDIO
TV SPOTS/AV
KEY ART DESIGN
SALES MATERIALS

I, TONYA



GOLDEN
GLOBE
WINNER
BEST FOREIGN
LANGUAGE
FILM 2018

SOCIAL

SOCIAL MEDIA
CROSS-MEDIA ANALYTICS
VERSION TESTING
DATA ANALYSIS

DIANE KRUGER IN THE FADE



ADVANCED TV

ADDRESSABLE TV
TV EVERYWHERE
PROGRAMMATIC TV
DYNAMIC AD INSERTION
CONNECTED TV/OTT

Ingrid Goes West



MOBILE

HYPERLOCAL TARGETING
CROSS-DEVICE
LOCATION TRACKING
ATTRIBUTION

ALISON BRIE DAVE FRANCO AUBREY PLAZA THE LITTLE HOURS



NEON

SYFY



IFC

GUNPOWDER & SKY

PBS



amazonstudios

FILMRISE



eOne



NEXT-GEN ADVERTISING
Sawyer Studios



BE THE **SMARTEST PERSON** IN THE ROOM

Our fully-integrated advanced media marketing services



ADVANCED TV

Our advanced TV team leverages the most progressive and data backed techniques to address the time-shifted, place-shifted, device-shifted reality of today's traditional and cord-cutter viewer. We also work closely with cable and satellite, set-top and console providers to build co-op strategies that click.



IN-HOUSE TRADING DESK

Our team of traders, ops analysts and data scientists apply statistical principles to secure the right ad, on the right device, at the right time, for the right price. Controlling the trade in-house means we can pivot quickly as we build and analyze datasets and save tons of money on expensive, wasteful middlemen.



HYPERLOCAL CROSS-DEVICE

We leverage proximity and location history data to reach users who frequent specific points of interest. Cross-device data then reaches these users across mobile, tablet, desktop and set-top - and household targeting activates related users. User profiles can then be populated over time.



SOCIAL MEDIA

Hundreds of projects annually and a data-backed approach means our social marketing services not only drive down cost but also integrate in compelling ways with your campaign. Our ad stack is directly connected to the platforms for robust reporting and out-of-the-box analysis.



SAWYER AD STACK

The *Sawyer Dash* is easy-to-use and elegant, with a fully transparent view of extensive campaign data and customizable, automated reports. With millions of cells of data collected into *The Sawyer Cube* every week, our data scientists and machine learning drive ultra efficiency at scale.