



Media Planning and Buying

Effective media planning and buying in today's marketplace is about more than just "running the numbers." It's also about **creating a connection** between:

- What you have to offer...
- With the audience that wants it...
- Using media resources that provide the most consistent contact with that audience on a daily basis.

The media planning and buying professionals at MITTONMedia always combine **Quantitative Research** (audience numbers) with **Qualitative** information (behavioral and lifestyle research) to create that connection and ensure your advertising campaigns **reach the right audiences, at the right times, and in the right places.**

Our staff also has the **experience and expertise** it takes to successfully adjust to different situations, goals and objectives. For example, if you are advertising to hire "Seasonal Help" for an amusement park, it will most likely be to a different audience and using another approach than if you were advertising a "Summer Family Fun Pass" to that same amusement park! A **"One Size Fits All"** approach to media can lead to wasteful spending and disappointing results. MITTONMedia's customized media solutions protect the interests of our clients by using the most appropriate resources and strategies to deliver measurable, cost-efficient results.

To receive information about MITTONMedia's media planning and buying services, please send a request to info@mittonmedia.com.