



Part of **dentsu**
ΛEGIS
network

**Ein-
steigen
bitte
Knopf
drücken**

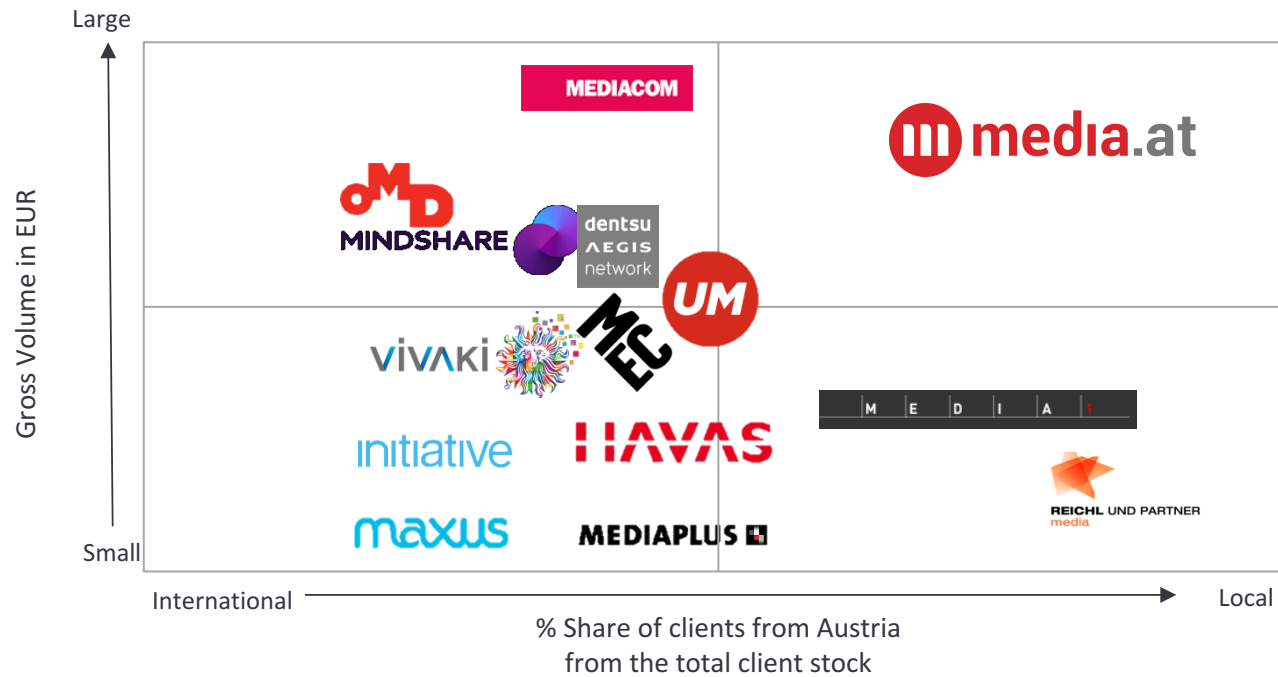


The other agency group

We are different

We are one of the top players in Austria.

Media.at is part of dentsu Aegis Network



Clear Positioning

One of the largest media agencies in Austria



2

No.

382

Million.

65

Employees

53

Clients

165

Brands

**We are not only a Top 2 Player because of our billings,
but also in terms of our competence and service-quality**



Andreas Martin

Managing Director
media.at



Silvia Wallner

Director Business
Development & Research



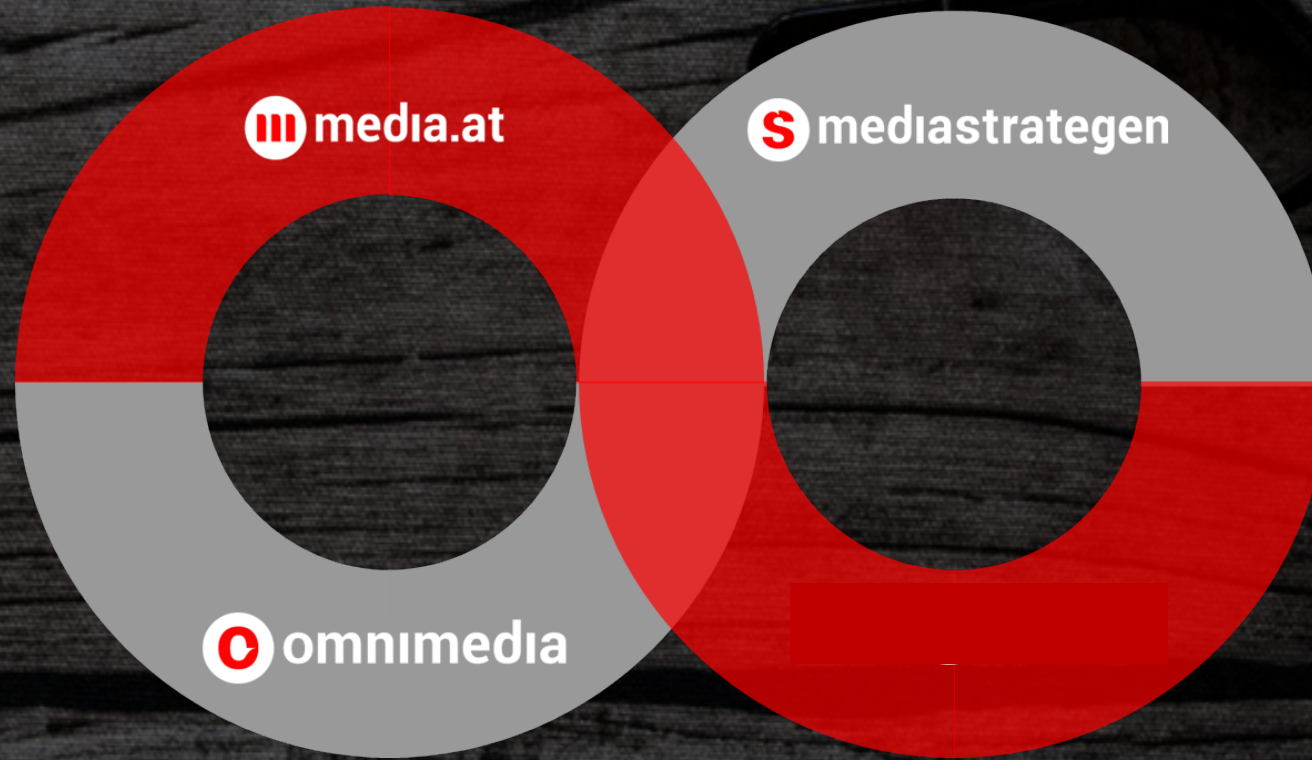
John Oakley

Managing Director
OmniMedia



Petra Hofstätter

Director
mediastrategen



Strategy

Technology

Research

Innovation

Media-Mix

The whole is larger than the sum of its parts
Our agencies work closely together to ensure top results



dentsu
ΛEGIS
network

Central Services



As part of the international dentsu Network we participate of the strong digital competence out of the network. Dentsu Central Services Austria is our core digital supplier



Strategic digital competence & Leader in Programmatic Advertising



Digital Full Service Portfolio

Strongly Performance driven



Insightful strategic consultancy



Transparency



First-Mover Media Solutions

A1

2
LOTTERIEN

Brands are our DNA.



nanoschematic

DNA contains the instructions that allow all living organisms to grow and reproduce. It is the blueprint of life. The DNA code has been cracked and the secrets of life may now be unlocked. But as they search for the secrets of life, scientists have found that the code is not as simple as they thought. It is a complex, multi-layered system that has been refined over billions of years. The DNA code is the most complex and sophisticated system of information storage and retrieval ever known. It is the most complex and sophisticated system of information storage and retrieval ever known. It is the most complex and sophisticated system of information storage and retrieval ever known.



Post



 markenliebe



We connect brands with people.

A strong identification with our clients and their brands is the key to our success. Only by truly understanding our clients world are we able to offer creative and efficient strategies that generate meaningful connections with people in the digital age. We call this connection “markenliebe” (Brand Love)

Our Clients love our approach too

*....You are a treasure.
Many many thanks!!!*



Ute Feichtner
Hofer
★★★★★

*Perfect – Just how I
wanted it😊*



Barbara Zwölfer
Flughafen Wien
★★★★★



Claudia Sporer-
Goshtai
A1
★★★★★

*2 Days earlier than
promised, you are world
class!!*

*Many thanks for the excellent working
relationship and the fun together at
events. I'm looking forward to 2017!*



Myron Kohut
Österreichische Post
★★★★★



*...We will follow your
recommendation
100%.*



Roman Rasinger
Hofer
★★★★★



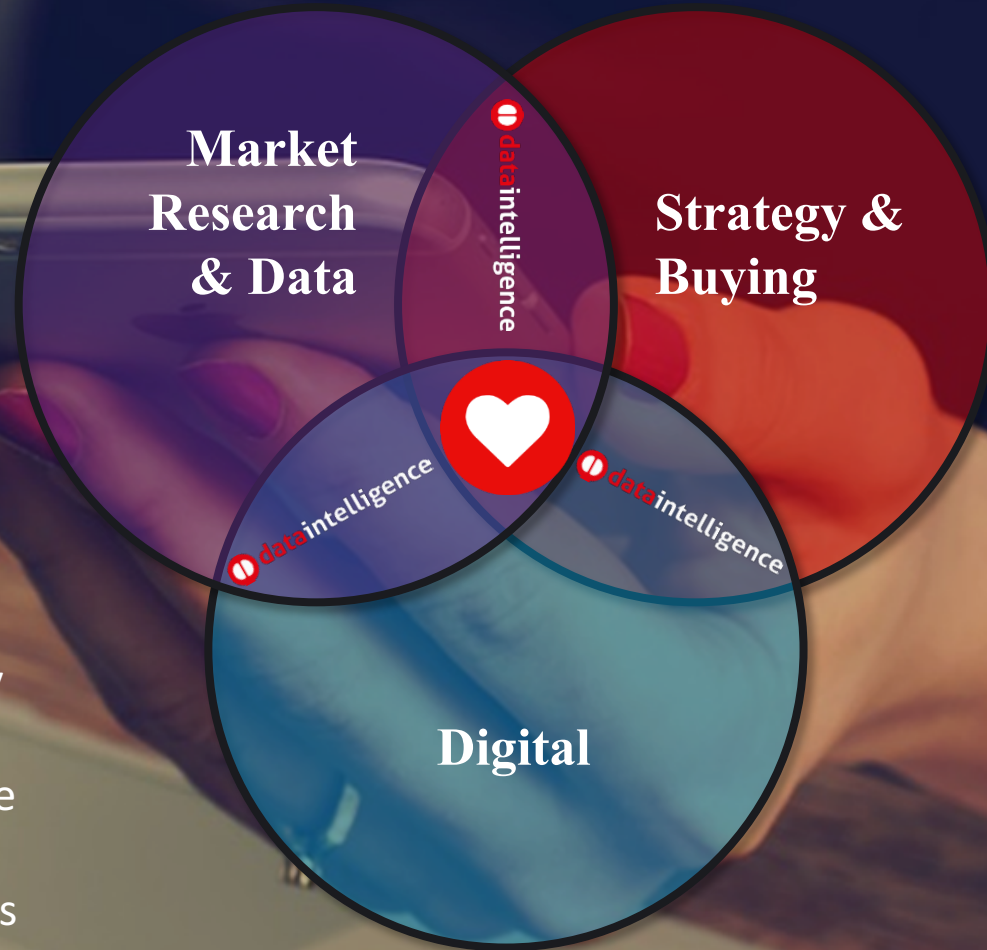


Awards 2016

Last year was extremely successful, we were able to win many awards together with our clients.

Modern Communication, just how you need it

We don't believe in „One-face-to-the-customer“, every aspect of communication is becoming more complex, which in turn demands more specialisation. We believe in providing our clients with the specialists they require, who can work with them to achieve the results they need. This is why our agency is split into 3 clear areas of competence. Data Intelligence is the glue that binds all 3 areas together to ensure we know our client's business and what equals success.




14 day media.at
AdAwareness Tracking

media.at Market Research

Data Dashboards

Market and Media Studies

media.atmosphere
Online Panels

 dataintelligence

Client data

Econometric
Modelling

Ad-serving

Programmatic Buying

...analyse
and
understand...

We analyse actual Trends and Topics and their
relevance to our clients.



Trend Study Series
media.atmosphere



trend.brief



Trend Event for our partners
media.visions2020

...question and evaluate...

In the last few years we have expanded our in-house portfolio and knowledge in the area of online market research. We are able to provide our clients with relevant tailored solutions such as advertising effectiveness and campaign analysis.



Eye-Tracking, Cookie
Tracking, DMP-RTA



CAWI –Market Research
Projects
Single Source

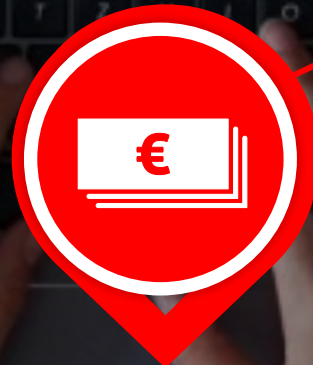


media.at
AdAwareness
Tracking/Prediction



14-Day Online
Questionnaire Tracking

...utilise
and
profit...



Identify Return on
Investment



Econometric Modelling
The most important
influencing factors on profit
or purchase intent



Dynamic Dashboard
Solutions
All important information in
one mouse-click

We deliver important information for internal reporting to your
CEO, CFO or Controlling.

...measure
and
optimise...

We use Big Data as an important basis for the optimisation of campaigns



Visualisation of „Big Data“
using Smart Data Walls



AdServing and –management
An important basis for the
implementation of
automated campaigns



Programmatic Advertising



Data Driven Advertising
DMP

...creativity and Performance...

We offer Full- Service-Solutions




Digital (dynamic) Creative



Content Marketing/
Influencer Marketing



Social Media



Search Engine Marketing

markenliebe **for the Austrian Post**

To clearly show how we generate
„Markenliebe“ for our clients, we would like to
now show you an award-winning case



1

Phase 1

Activate
Employees

2

Phase 2

Austrian wide
Awareness
campaign

3

Phase 3

48h Live Roadshow
through Austria
including a record
attempt



Austrian Post: Mission Susi 2015

Goals and Challenge:

Increase Brand love and appreciation of the service the Austrian Post provides + break a new World record!

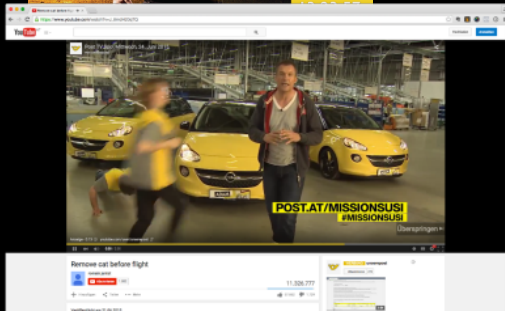
Implementation: run, run, run...





Paid

TV News cut-Ins, OOH,
Newspapers, Online
(SEA, Display, You Tube
Videos, Social Media Ads)...



Earned

Activate Social Media
Communities on facebook,
youtube and twitter to
follow the event live



Owned

Branding of company
Facebook, Website,
Vehicles, employees,...





zur Verfügung gestellt für photaq.com



markenliebe



MEDIA-AWARD 16
GOLD



photaq.com

The Results:

- 1 Gold in the Austrian Media Award
- 2 World Records
- 17 Reports on national TV
- 3.000 Visitors at 4 Public Events
- 150.000 People followed the Event live Online

We enjoyed
connecting
with you.

