

MAGNA

ABOUT MAGNA 2023

WHAT WE DO

TRUSTED ADVISOR

- Preferred Media, Data & Tech Enabled Partnerships
- IPG Thought Leadership & Client Services

GO-TO-MARKET

- Aggregate IPG Investment Leverage & Upfront Strategy
- Access to Major Sports and Live Events
- Accountability

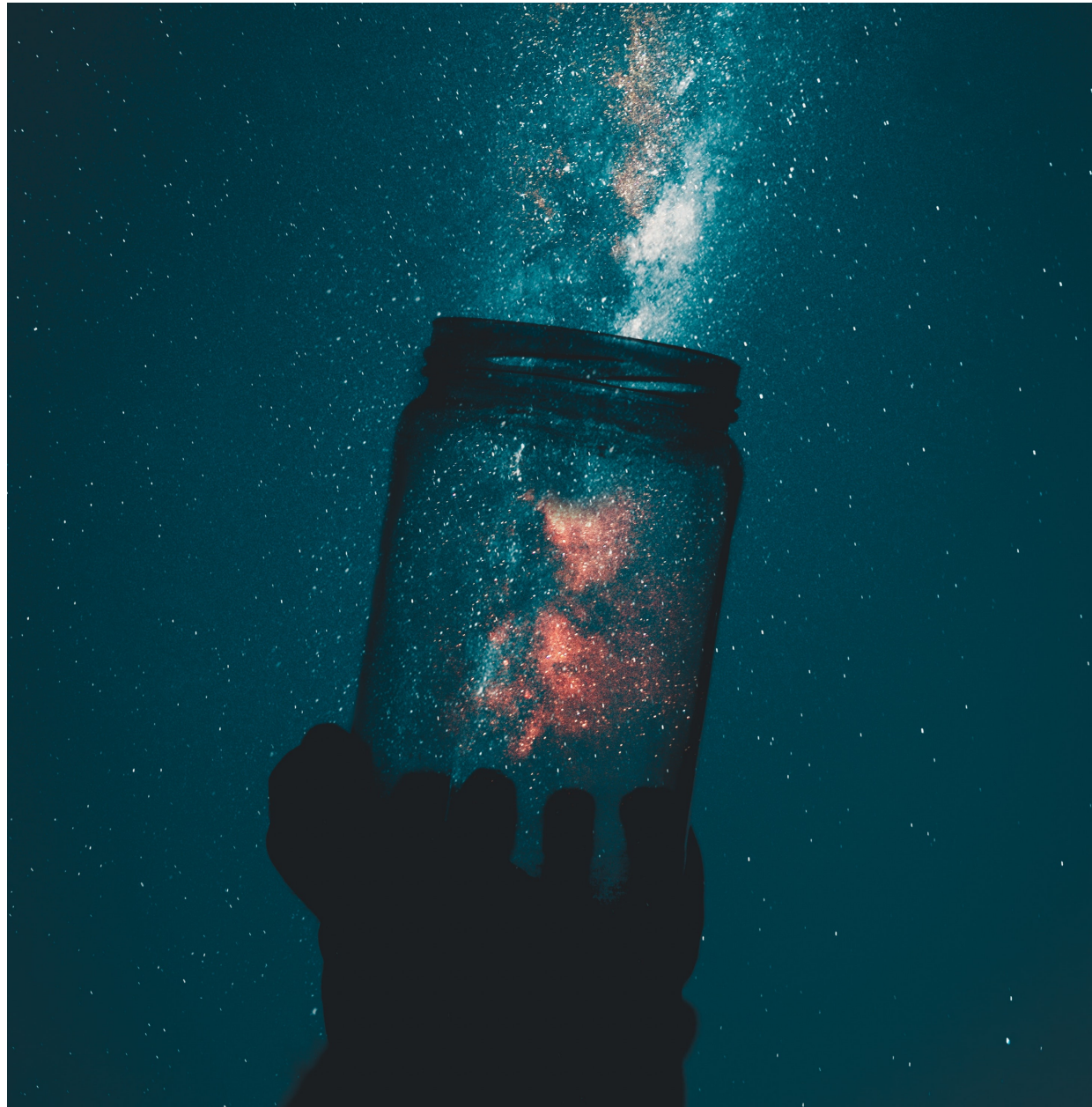
INDUSTRY INSIGHTS

- Global Ad Forecasting & Market Trends
- US Media Landscape
- Consumer Consumption & Category Trends
- POVs & Media Trials

STRATEGIC INVESTMENT

STRATEGIC INVESTMENT COLLABORATION

- Work closely with agency teams to provide strategic insight into the marketplace and create leverage to deliver preferred pricing and premium inventory for Clients
- Sports Center of Excellence that act as creative and strategy consultants starting from strategy and marketing solutions through to investment
- Create alternative savings approaches as well as provide analyses for new business pitches and track current Client value programs



ONE HOLISTIC CENTER FOR MARKETPLACE ADVANCEMENT

GO-TO-MARKET STRATEGY

Create leverage and set the go-to-market strategy for all marketplaces in partnership with IPG MB agencies

MEDIA PARTNERSHIPS

Establish preferred partnerships that mitigate inflation and drive value for clients

NEGOTIATION LEADS

Negotiate preferred pricing and secure premium inventory for marketplace advantage

SPENDING ANALYSES

Track and analyze spending and costs across Clients, Media Channels and Partners to establish leverage points for negotiations and new business

VALUE SOLUTIONS

Collaborate closely with agency teams, pitch consultants and media auditors to deliver the best pricing and benefits for our Clients

INTELLIGENCE

AUDIENCE AND MARKET INTELLIGENCE COLLABORATION

Analyze audience trends and the media landscape to help navigate rapidly changing consumer behavior.

Providing key trends to keep colleagues and clients aware of rapidly changing consumer behavior

Timely Flash POVs from MAGNA experts on important industry topics

Vet, negotiate, and manage syndicated data partnerships across the entire IPG network.



GENERAL INQUIRES & STRATEGIC APPLICATION

Name & Title

Areas of Expertise

Jazmin Brooks
Senior Associate, Marketing &
Communications

Areas of Expertise: Supporting growth,
operations, and strategy; communications;
social media; web design and content
management

Dahami Henry
Executive Assistant

OUR REGULAR PUBLICATIONS

MEDIA ECONOMY



US AD FORECAST



US INDUSTRY REPORT



POLITICAL REPORT 2020



US MEDIA LANDSCAPE



MEDIA ACCESS QUARTERLY



SOCIAL MEDIA & INFLUENCER REPORT



MEDIA ECONOMY REPORT



MEDIA COSTS



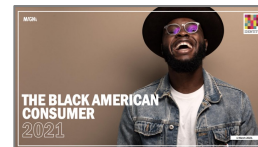
GLOBAL INDUSTRY REPORT



INTERNATIONAL MEDIA LANDSCAPES



MULTICULTURAL AUDIENCES

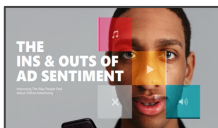


MEDIA BEHAVIOR

SPORTS REPORT



MEDIA TRIALS



GLOBAL

DOWNLOAD ALL REPORTS FROM
[ATLAS.MAGNAGLOBAL.COM](https://atlas.magnaglobal.com)

AUDIENCE INTELLIGENCE

WHAT WE DO

The Audience Intelligence discipline is inclusive of consumer behavior analysts as well as Media Trial experts and IPG's data partner team.

This division is responsible for analyzing audience trends and the media landscape to help navigate rapidly changing consumer behavior. By identifying key trends first, we keep colleagues and clients aware of social and cultural shifts as they happen.

Through timely Flash POVs, we inform the Mediabrands and IPG Affiliate network on breaking news, industry hot topics, and emergent trends.



AUDIENCE INTELLIGENCE



Name & Title

Brian Hughes
EVP, Managing Director,
Audience Intelligence &
Strategy

Areas of Expertise

Areas of Expertise: media behavior trends (all media), media access (cord-cutting, connected device ownership, etc.), audience measurement, ad effectiveness, sports audiences
Reports: All media behavior reports (Video Updates, Multicultural Audiences, etc.), Media Economy Report, Flash POVs



Stefanie Morales
VP, Group Director, Audience
Intelligence

Areas of Expertise: Time spent with video/ all media, general ratings trends, media behavior, programming information, connected device viewing, device ownership, program estimates, Mediaocean issues, local market ratings and methodology, syndication
Reports: Quarterly Video Updates, Time Spent Reports, MAQ, Flash POVs



Alice Bell-Black
Senior Analyst, Audience
Intelligence

Areas of Expertise: TV audiences, live events
Reports: Sports Track, Estimate Code Creation, Year to Year report, Median Age & Income quarterly updates

AUDIENCE INTELLIGENCE



Name & Title

Michele Sitkovetsky
SVP, Group Director, Partner
Intelligence

Areas of Expertise

ALL



Mary Tamborra, Associate
Director, Partner Intelligence

ALL

Madeline Higgins
Associate Director,
Project Manager,
Media Research

ALL

MEDIA TRIALS

HOW THEY WORK



PARTNERSHIP: We partner with publishers and ad tech companies to test the effectiveness of new ad products and strategies + conduct thought leadership research.



FUNDING: The research is funded by our partners and conducted by the Media Trials team.



RECRUITMENT: Clients are recruited to be a part of the research at no-cost.



RESULTS: We produce a report on the findings to share back with the agency team/client.





Name & Title

Kara Manatt
SVP, Group Director,
Intelligence Solutions, MAGNA
Media Trials

Partner/agency contacts

ALL



Jonathan Jusczyk
Senior Director, Intelligence
Solutions, MAGNA Media Trials

ALL

Name & Title

Partner/agency contacts



Prayushi Amin
Senior Manager, Intelligence
Solutions, MAGNA Media Trials

ALL

Shammarie (Sham) Mathis
Senior Project Manager,
MAGNA Media Trials

ALL

John Johnson
Software Engineer,
MAGNA Media Trials

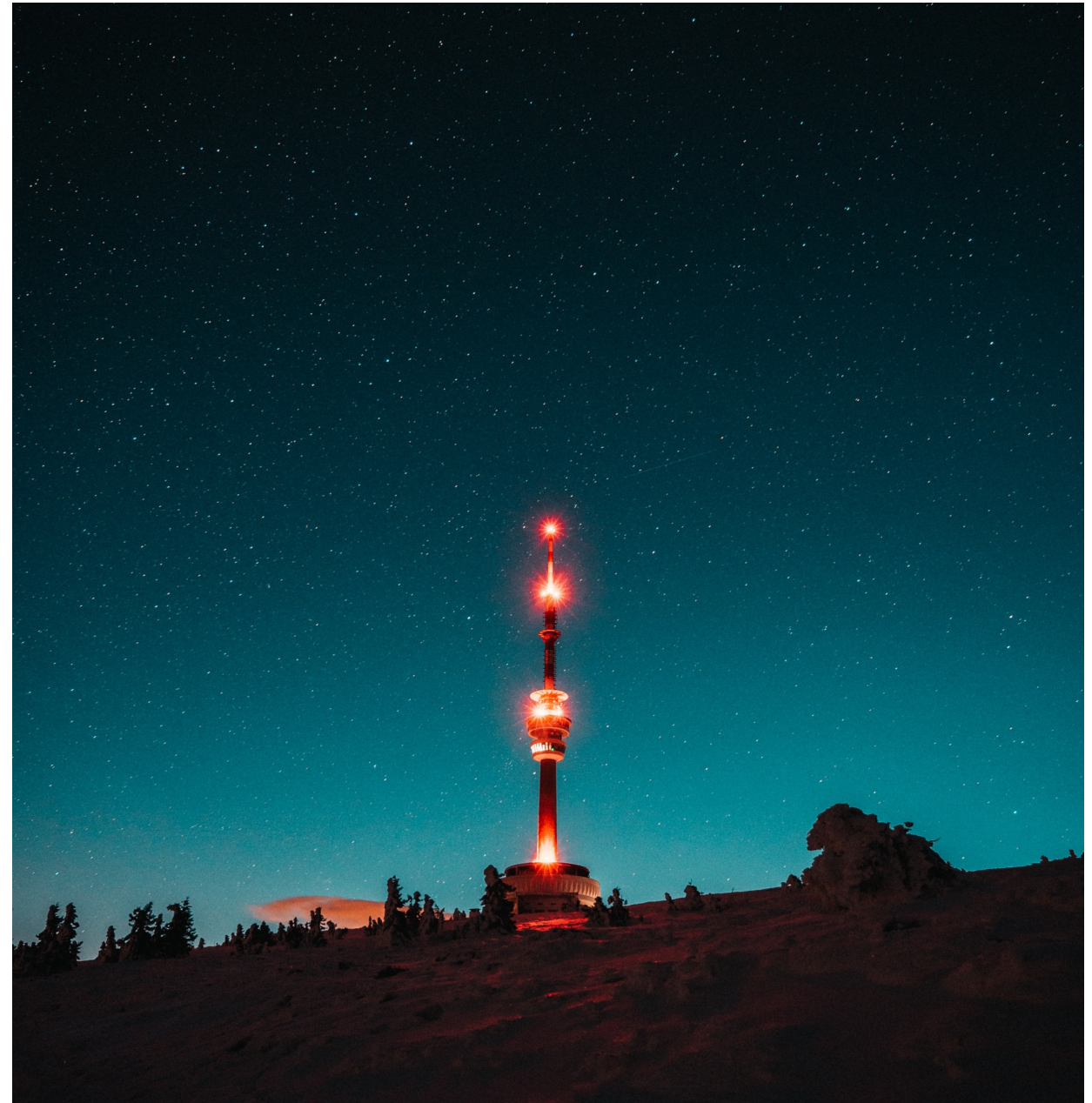
ALL

Name & Title	Partner/agency contacts
Ashari Gordon Research Analyst Media Research	ALL
Courtney Berthiaume Research Analyst Media Research	ALL
Charles Lee Junior Research Engineer, Media Research	ALL

GLOBAL MARKET INTELLIGENCE

WHAT WE DO

The Market Intelligence discipline evaluates the past, present, and future of the advertising economy. From encyclopedic global forecasts (70 markets, 10 media types, 15 industry verticals) to in-depth market profiles and special reports on specific media channels (audio, social, search...), our analysts keep our network informed on patterns and trends in advertising spending and advertising costs.



MARKET INTELLIGENCE

Name & Title

Areas of Expertise



Vincent Letang
EVP, Managing Director, Global
Market Intelligence

Oversees all US and global market research, forecasting and consulting activity. Editor.
Market focus: USA, UK, France, Spain, Germany, Italy.
Authors: Global Ad Forecasts, US Ad Forecasts.



Luke Stillman
SVP, Group Director, Digital
Intelligence

Oversees research/forecast on digital media and programmatic.
Vertical Focus: Auto, Finance, Insurance.
Market Focus: APAC, Eastern Europe.
Authors: Programmatic reports, Search report, Global Industry Report.



Mike Leszega
Director, Global Market
Intelligence

Market Focus: USA, Canada.
Vertical Focus: Retail, Pharma, Travel, Technology, Political.
Authors: US Ad Forecast, US Media Landscape, US Industry Report.

MARKET INTELLIGENCE

Name & Title

Areas of Expertise

Pei-Ju Lai
Senior Analyst, Global Market Intelligence

Oversees research on media costs and inflation, and audio advertising.
Vertical Focus: Personal Care, Food/Drinks. Market Focus: EMEA, India, Japan.
Authors: Inflation Report, CPM Report, Digital Audio Report.

Rebecca Hwang
Senior Analyst, Global Market Intelligence

James Roth
Analyst, Global Market Intelligence

Market Focus: CEE.
Vertical Focus: Travel, Tech/Telecoms.

MARKET INTELLIGENCE

Name & Title

Areas of Expertise

Michael Huberman
Associate Director, Market
Research

STRATEGIC INVESTMENT

WHAT WE DO

Our Strategic Investment discipline creates leverage and sets the go-to-market strategy for all marketplaces in partnership with Mediabrands agencies. The team establishes preferred partnerships that mitigate inflation and drive value for clients and secure premium private marketplace inventory. Finally, they are responsible for negotiating preferred pricing and securing premium inventory to provide a marketplace advantage



STRATEGIC INVESTMENT



Name & Title

Allie Kallish
EVP, Managing Director,
Strategic Investment &
Accountability

Partner/agency contacts

All



Molly Finnerty
EVP, Group Director, Strategic
Investment

Initiative Lead
Advanced TV Partnerships



Rob Allaire
SVP, Group Director, Strategic
Investment

Universal McCann, NBCU, The CW,
Univision Networks, ITN, Sony
Syndication, & TV One

STRATEGIC INVESTMENT



Name & Title

Kevin Collins
EVP, Sports Marketplace
Strategy
Spot Broadcast

Partner/agency contacts

Oversee all Major Sports Partnerships
Work with Agency Sports Portals to lead
MAGNA Cross-Agency Sports
Aggregation; Manage and oversee
relationship between MediaHub and
Magna



Brian Castagna
VP, Director, Strategic
Investment

Partner/agency contacts: All Sports,
Mediahub Lead, Disney



Drew Corry
SVP, Group Director,
Strategic Investment,
Media Research

STRATEGIC INVESTMENT

Name & Title

Carolina Portela
VP, Director, Strategic
Investment

Partner/agency contacts

STRATEGIC INVESTMENT

Name & Title

Randolph Saint-Vil
Senior Associate, Strategic
Partnerships

Carlos Alicea
Associate, Strategic
Investment & Accountability,
Media Research

Partner/agency contacts

STRATEGIC INVESTMENT

Name & Title

Partner/agency contacts



Emer Blackmore
SVP, Group Director, Media
Intelligence

All Agencies



Eric Bieber
Director, Media Intelligence

All Agencies

STRATEGIC INVESTMENT

Name & Title

Joe Cerone
EVP, Local Investment

Partner/agency contacts

All Agencies

ACCOUNTABILITY

Name & Title

Partner/agency contacts



Caitlin Bohlman
VP, Accountability

All Agencies



Cash Fogarty
Group Director, Accountability

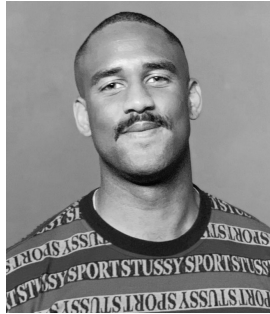
All Agencies



Michael Visbeen
Associate Director,
Accountability

All Agencies

GLOBAL DIGITAL PARTNERSHIPS & MEDIA RESPONSIBILITY



Name & Title

Elijah Harris
EVP, Global Digital
Partnerships & Media
Responsibility

Partner/agency contacts

All Agencies

Preferred Response Time

1-3 business days –
basic inquiries
*Custom/complex
work dependent upon request*

Sara Tehrani
VP, Global Digital Partnerships
& Media Responsibility