

## FROM A SEA OF SAMENESS, BRANDVERGE HELPS THE MEDIA KITCHEN DISCOVER UNIQUE OFFERINGS IN RECORD TIME

### CHALLENGE

The Media Kitchen, a full-service media planning and buying agency, was looking to drive awareness for one of its clients, an established media brand. The goals were to drive traffic to the company's website and increase brand awareness among its existing consumers. The client wanted to specifically target media buyers at mid-sized agencies. Media is a tough category in which to compete since traditional TV networks are able to run their own ads for free. This makes it hard to stand out. The Media Kitchen was challenged in trying to find unique media opportunities for its client, as all the media partners they typically work with were offering much of the same repetitive offerings-- their client wanted something different, fresh and exciting.

“What's unique about BrandVerge is that there are different partners and different packages available all in one place, everything is aggregated. This [finding multiple options at once] wasn't possible before using BrandVerge. What would have taken weeks to find now takes us just a few minutes. We can search by keywords to find new, unique and different packages available to us almost instantaneously.”

- Yuting Zhang, Senior Strategist,  
The Media Kitchen

The Media Kitchen 

### SOLUTION

Using BrandVerge's platform, The Media Kitchen was able to surface the perfect opportunity for its client: Adweek's podcast, Yeah, That's Probably an Ad. "Everyone has third-party audiences, but it's very hard to find media partners with unique offerings. BrandVerge freed us from having to go through a repetitive vetting process with different partners allowing us to zero in quickly and easily on what was the right fit," said Zhang.

Finding media companies' unique offerings is truly challenging. BrandVerge allowed The Media Kitchen to type into their app exactly what they were looking for. "It's pretty amazing; what comes up is relevant and offers new alternatives we weren't previously aware of. There's nothing else out there like this," says Zhang.

### RESULTS

The Media Kitchen's client was thrilled with the results. While it's not hard for the advertiser to reach their very specific target audience, agency media buyers, it is hard to find differentiated offerings that are memorable. Prior to using BrandVerge, The Media Kitchen talked with many media companies but found their inventory "similar and repetitive," says Zhang. That prolonged the evaluation process, since The Media Kitchen team had to spend time poring over options to find something truly unique. BrandVerge's platform allowed them to bypass this process and find AdWeek's podcast in just a few minutes. That's an impactful change because the

process of lining up partners can take several weeks. Using BrandVerge, the team was able to access several packages from media companies – and find the right one -- very quickly. "It really saves us a lot of time, which frees us from having to go through repetitive processes with each partner individually," Zhang said. Overall, Zhang estimates using BrandVerge condensed the process from weeks to minutes – and offered her team at The Media Kitchen new and exciting alternatives. "It really saves us a lot of time and opens up the opportunities we can explore," Zhang said.

“ Usually for one specific media buy, we consider multiple partners. It could be a very time consuming process to vet each individual partner. Now with BrandVerge, not only can we find the right, unique package but we can do it in minutes. ”

- Yuting Zhang, Senior Strategist,  
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