

MEDIACOM

SERVICES

Springboard

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11 FEB 2020

We understand businesses who are making their first steps in marketing and media investment often need a more flexible agency solution. That's why we created Springboard that combines a start-up mindset with the buying power of the UK's biggest media agency.

At Springboard we help businesses overcome the inflection points that prevent sustainable growth through a flexible commercial and resource model that brings media, analytics and content together.

We help brands grow fast

Analytics & performance insight fuels a constant test and learn approach that delivers you fast and sustainable growth.

We make growth simple

Being built on top of the UK's largest media agency means we understand what works, and what doesn't, better than anyone. This enables us to overcome complex barriers to growth with quick, simple solutions.

We believe in shared success

We care as much as you about how your budget is invested and believe we should only profit if you do.

Services

At Springboard we offer a range of services all geared towards delivering fast growth for our clients. These can be delivered as one-off projects or as an ongoing retainer, with a range of payment models to match the maturity of your business.

- **Media** – planning and buying across all digital and offline media channels, including strategic consultancy for inhouse digital teams.
- **Content** – digital creative development and optimisation
- **Experience** – customer experience optimisation and website build and design
- **Effectiveness** – marketing effectiveness modelling and consultancy from digital attribution to market mix modelling.

Contact

We want to work with ambitious business who are disrupting their categories. If you need help getting to the next stage of growth and would like to talk about how Springboard can help please contact Renos.Kattorits@mediacom.com or Mark.Wallace@mediacom.com

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