

OUR PROMISE

With a robust portfolio of engaging marketing solutions, Cox Media can deliver your message to the customers you want to reach with placement on screens today's consumers prefer. Paired with our one-team approach, you'll achieve your strategic business goals with Cox Media.



HOW WE CAN HELP



LISTEN

Taking the time to understand your business and its goals



TARGET

Finding your ideal customers and reaching them on every screen



OPTIMIZE

Monitoring your campaign performance and providing creative ideas to further maximize your return on investment

OUR APPROACH

Discovering more about your business objectives is our first step in helping you reach your goals. With that information in hand, our teams create custom marketing plans tailored to each clients' needs and designed to deliver results.

Our consultants live and work in the communities we serve and understand the unique complexities of your market. We work with businesses of all sizes, providing both local expertise and national scale.

We give you the freedom to focus on what you do best – running your business.

We put you first – diving into your business goals and creating an engaging marketing strategy designed to achieve them.

We make it easy – our solutions take the guesswork out of reaching your customers by generating awareness and engagement across screens.

We deliver your message to the right people – eliminating waste and maximizing your marketing budget.



VIDEO

American adults spend more than 5.5 hours per day consuming video content.¹ Extending your message online through Interactive and Video Pre-Roll advertising placements is a proven way to create awareness across tens of thousands of popular websites where consumers watch, read, browse and chat.



Expand your reach as users shift across screens to a highly engaging, user-initiated online environment.



Time digital campaigns to coincide with television flights to maximize reach, awareness and brand recall.



Extend your message on Facebook to generate engagement and drive action.

1. Nielsen April 2020 Total Audience Report; average time spent per Adult 18+ per day on video for Q4 2019, based on total U.S. population.

VIDEO: EXTEND YOUR ROI



2. Nielsen April 2020 Total Audience Report; average time spent per Adult 18+ per day for Q4 2019, based on total U.S. population

BETTER. TOGETHER.
Contact Us 1-855-755-2691

COX
MEDIA

TELEVISION

Television is the foundation of an effective media mix and is the best medium to create awareness. Whether utilizing a thirty-second or fifteen-second commercial, put the power and reach of television to work for your business. Once it's on air, don't second guess if its working. Connect the dots between your television campaign and traffic to your business' website.

REACH

beyond the Cox video subscriber with additional placement opportunities in our partner homes.*

CONNECT

with customers through the iconic networks, "buzz-worthy" programs and live sporting events they love.

TARGET

your unique customers using lifestyle networks like HGTV, Cartoon Network, and Syfy.

PLACE

ads on Connected TV, Over the Top (OTT) and TV-like inventory to reach customers wherever they're watching video content.



* Contact your local Cox Media Consultant for more information

CONTENT PEOPLE CRAVE

Nothing else on TV reaches people quite like sports. With so many options to choose from, it's easy to find an event that attracts your target customer – from millennial males to middle-aged moms. They'll be watching sports programming live, so you know your ads will be seen, not skipped.



Cox Media is home to more than 9,000 live sports telecasts each year – **nearly 90% of all live televised sporting events.**¹

1. VAB analysis of Nielsen NPower data; Total Day; live originals only (Jan. 1-Dec. 31, 2018); excludes Regional Sports Networks, local broadcast airings, and digital airings of sports through MVPD/network TV apps.

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COX
MEDIA

TELEVISION

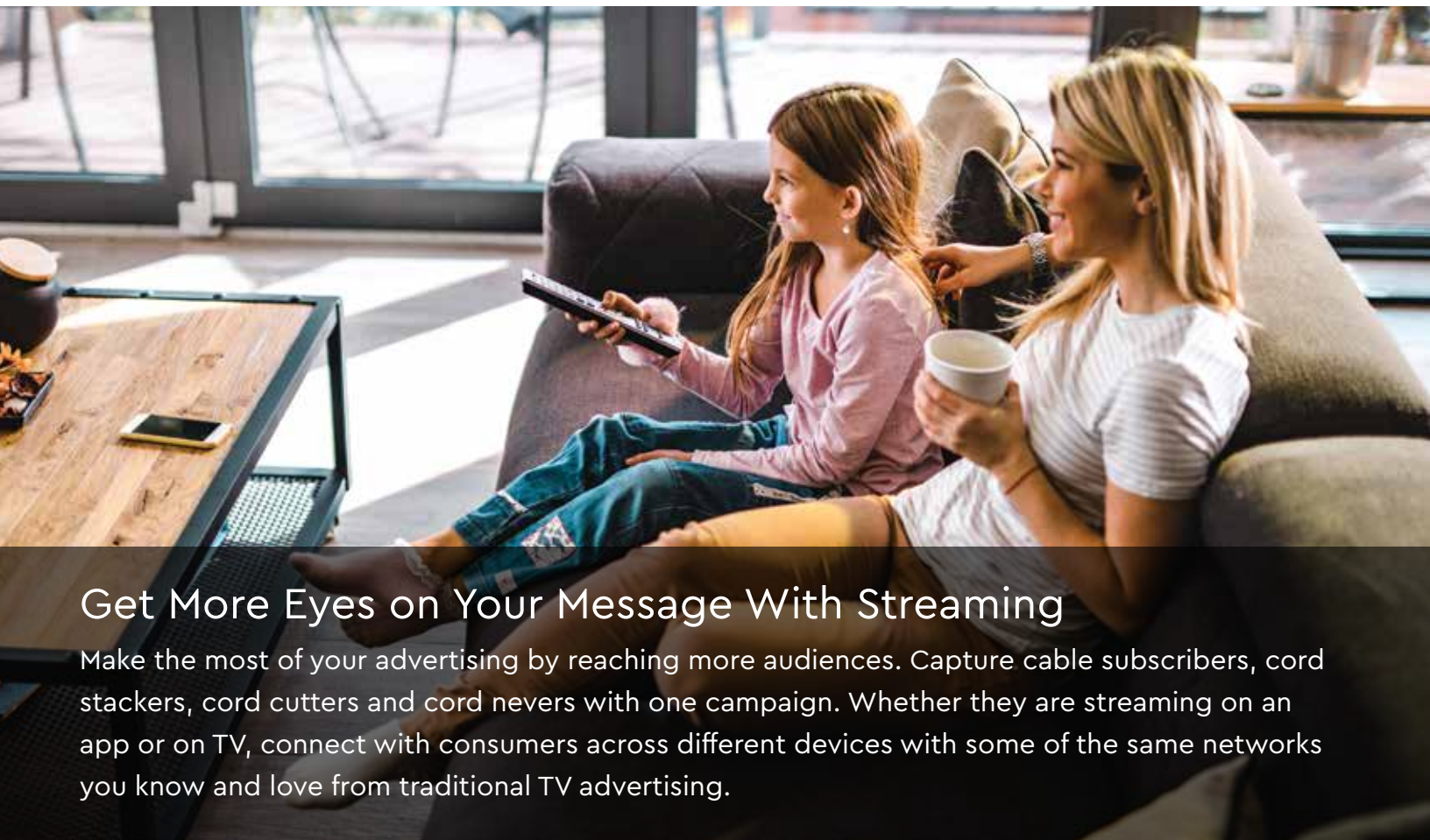
MYTH: Everyone is streaming, no one watches cable anymore.

FACT: 7 out of 10 streaming homes



also maintain a cable/satellite subscription.¹

1. Comscore, State of OTT, 2019



Get More Eyes on Your Message With Streaming

Make the most of your advertising by reaching more audiences. Capture cable subscribers, cord stackers, cord cutters and cord nevers with one campaign. Whether they are streaming on an app or on TV, connect with consumers across different devices with some of the same networks you know and love from traditional TV advertising.

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COX
MEDIA

DISPLAY



EXTEND your reach and capture a broad consumer base. Your display advertising message can reach potential customers across screens on tens of thousands of websites, 24/7.

ADVANCED TARGETING ensures campaign accuracy while a broad range of creative placements means more recognition for your brand – from interactive display to expandable mobile display.

CAPTURE the attention of affluent, well-educated Cox subscribers as they review account services and explore the latest in news and entertainment.

PAID SEARCH

Consumers often turn to search engines to research products and services making it more important than ever to show up on the results page. Paid search allows you to do just that, placing your business in front of highly engaged potential customers and driving traffic to your website.

As part of an integrated solution, the visibility achieved with paid search enhances the performance of your other marketing campaigns delivering more customers for your business.



APPEAR

Get placement on top search engines Google & Bing



INTEGRATE

Pair with TV, video and display campaigns to reach consumers at every step of the buyer journey



OPTIMIZE

Produce measurable results with relevant keyword terms, impactful ad copy and campaign optimization



SOCIAL MEDIA



Place your brand message in front of potential customers as they view updates from friends or while they catch up on the latest news stories. No matter what your marketing goals are, social media provides a variety of ways to reach and influence your audience.

REACH Influence people when they are sharing, engaging and commenting. Social media can reach a wide array of audiences at all stages of the customer journey from discovering a new brand to purchasing a product.

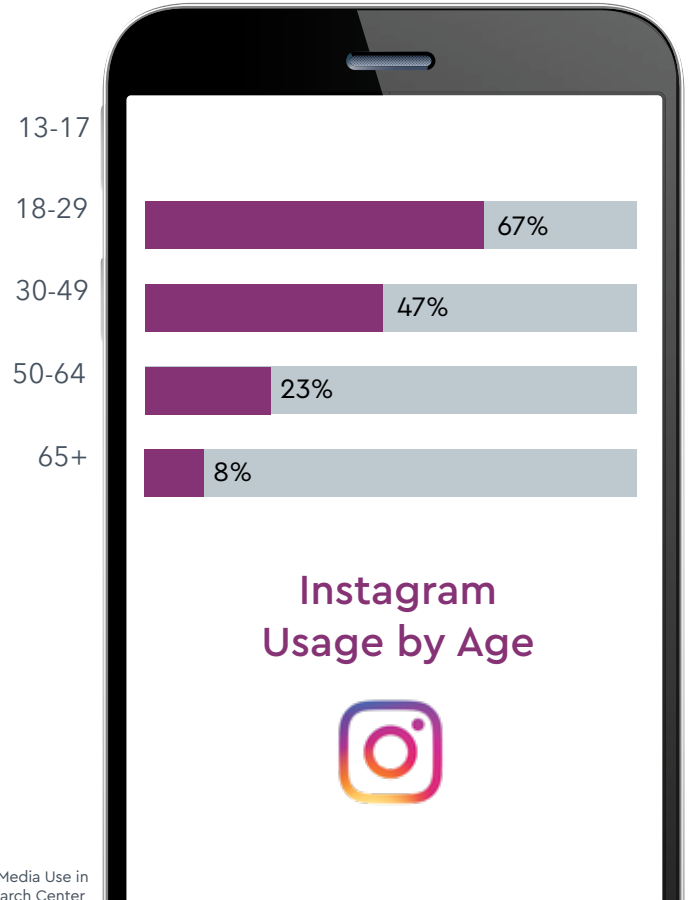
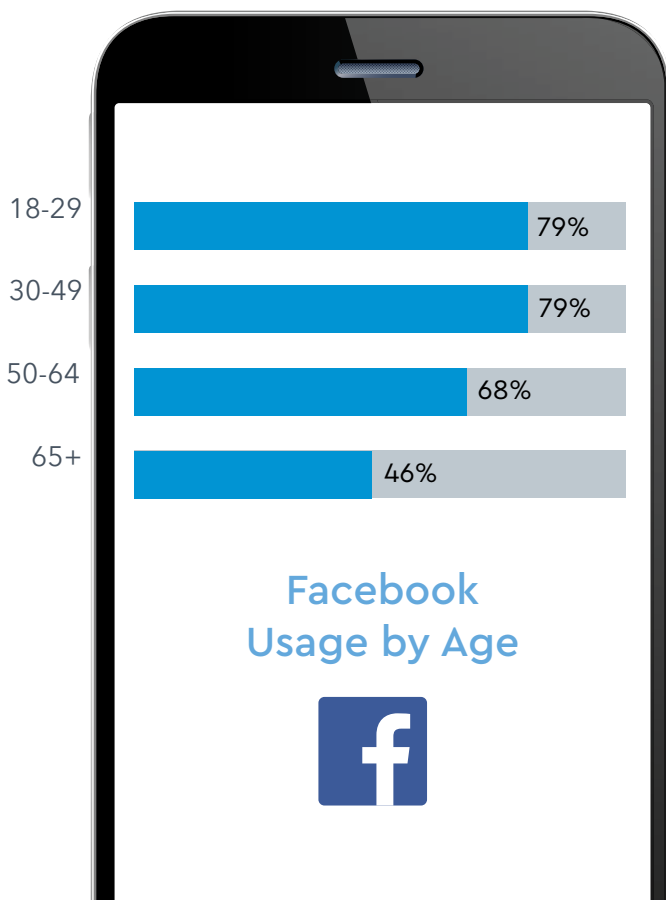
CONNECT Integrating social media into your media mix can amplify the performance of other campaigns in connecting you to potential customers. Feel confident and at ease with a team that will support and provide full transparency to help you achieve your marketing goals.

SOCIAL MEDIA



TARGET EVERY AGE GROUP

Multiple targeting options help you connect with the right customers on two of the most used social media platforms – Facebook and Instagram. Social media users are multi-generational so your message can reach any age group, regardless who your target audience is.



Source: "Social Media Use in 2019," Pew Research Center

AUDIO

Digital audio doesn't need a screen to impact the user, making it the perfect complement to your marketing campaign. Devices like smart speakers, gaming consoles and set-top boxes have made digital audio even more accessible – giving you more opportunities to connect with potential customers.

DAILY TIME SPENT STREAMING BY LISTENING LOCATION



REACH

customers while they're streaming their favorite radio stations, playlists or podcasts.

PLACE

your message on popular music services such as Spotify, SoundCloud, iHeartRadio and more.

TARGET

only the people relevant to your business with demographic targeting.

MAXIMIZE

results and efficiency through contextual, behavioral and geographic targeting.

Source: IAB 2019 Digital Audio Buyer's Guide – 2.0



AUDIO



2014
2015
2016
2017
2018
2019

DIGITAL AUDIO reached an estimated
189M PEOPLE monthly in 2019
and continues to experience consistent
growth across demographics.¹

67% est. 189M

64%

61%

57%

53%

47%

1. Edison Research and Triton Digital, The Infinite Dial 2019, Pop. 12+

CREATIVE SERVICES



CREATIVE CAPABILITIES



STRATEGY



IDEATION



COPYWRITING



PRODUCTION



DIRECTING



EDITING

Cox Media's award-winning team of producers, directors and editors will guide you through our multi-screen advertising campaign process and answer all of your questions. Our expertise results in a modern, effective approach. Tying strategy to creative execution and generating campaign awareness across devices is what we do best.

EFFICIENT

Creative professionals understand your campaign objectives and ensure your messaging dollars are spent effectively.

UNIQUE

From commercials and product videos to interactive display and audio, we develop creative that tells your business' story.

FRESH

Our creative professionals work with you to provide new and innovative ideas to help market your business.

MARKETING & RESEARCH



With Cox Media, you have a team of industry experts behind your marketing strategy. Our experts have access to turn-key promotional opportunities, sophisticated research and analytical resources to bring extra value and reassurance to your campaign.

CUSTOM marketing solutions for your business to drive in-store traffic, build name recognition or create excitement for a new product or location.

TURN-KEY promotional opportunities designed to meet the unique needs of your business.

DATA-DRIVEN industry leading insights into demographics, lifestyle, media consumption and purchasing behavior to inform your marketing strategy.

REPORTING



Our work doesn't end once your campaign is up and running. We provide accurate reporting on key metrics, monitor performance and optimize the campaign to maximize your ROI.

WHAT YOU CAN EXPECT



CLARITY

Reporting that is straightforward and easy to understand.



INTEGRITY

Insights that reflect the true performance of your campaign.



RESULTS

Optimization that delivers the results you need.