

# The Media Kitchen

## AGENCY FACTS

FOUNDED IN 2001

OWNED BY KBS, PART OF MDC PARTNERS, INC.

GLOBAL HEADQUARTERS: **NEW YORK**

REGIONAL OFFICES: **LONDON, MINNEAPOLIS, MONTREAL, TORONTO**

**OVER 100 EMPLOYEES** CROSS-TRAINED IN THE ART OF **INTEGRATED MEDIA PLANNING AND BUYING**

## ACHIEVEMENTS

### RECENT WINS:



2017 Social  
Agency of the Year

Leading Female Retailer: Drove a 17% lift in brand perception through high impact media and content partnerships.

Responsible for a record breaking return on advertising spend for our young women's retailer's 2015 holiday campaign — surpassing past campaigns by almost 50%.

## OUR CLIENTS

AERIN



dressbarn



LANE BRYANT



PINK

PODS

StanleyBlack&Decker



VAIL RESORTS  
EXPERIENCE OF A LIFETIME

THE KEG  
STEAKHOUSE • BAR



# THE WORK

PASSWORD: TMK2017



**Lane Bryant**  
"I'm No Angel"



**Seventh Generation**  
Maya Rudolph's Vajingle



**Vanguard Case Study**

# CAPABILITIES

 <p>Media Planning &amp; Buying</p>	 <p>Digital: Display, Mobile, Rich Media, Social &amp; Video</p>	 <p>Traditional: TV, Radio, Print &amp; OOH</p>
 <p>Content Strategy &amp; Development</p>	 <p>Search Engine Marketing</p>	 <p>Attribution Modeling</p>
 <p>Consumer Insights &amp; Research</p>	 <p>Programmatic</p>	 <p>Data &amp; Analytics</p>
 <p>Media Innovation &amp; Partnerships</p>	 <p>Search Engine Optimization Consulting</p>	

# LEADERSHIP



**Guy Hayward**  
Global Chief Executive Officer



**Barry Lowenthal**  
President, TMK



**Caterina Bartoli**  
Executive Vice President



**Simon Andrews**  
Managing Director,  
TMK London



**Jodi Peacock**  
Managing Director,  
TMK Toronto