

TV ONLINE
SOCIAL SEM
PRINT RADIO
NETWORK TV
IN-THEATRE
OUTDOOR TV
SPOT RADIO
SEARCH TV
PRINT RADIO
ONLINE VOD

Hi. We're Blue Plate Media Services.

JOIN US IN CELEBRATING

a decade of brand building.

As one of the nation's leading media planning and buying agencies, specializing in connecting and engaging with Kids and Moms, Blue Plate Media Services has the resources and buying power to deliver smarter media that maximizes your investment and drives your brand.

Blue Plate Media Services. Our mission is to maximize your media spend. And break through the clutter. That is our focus. And our promise. Blue Plate Media is your full service media planning and buying agency...and an extension to your team. Through our alliance with the Toy Industry Association, we work closely with youth marketers to deliver the smartest media plan at the best possible price. We hold hands and build brands!

PHILOSOPHICALLY WE'RE DIFFERENT.

At Blue Plate Media Services, we offer a unique brand of creative media planning and buying that is up close and personal. We dig in. Grounded in research, we build from the inside out. We develop an orchestrated media mix that integrates key consumer touchpoints while immersing your audience with your message. We connect with your target where they live and engage them through a creative mix of relevant messaging. This begins with traditional media, and extends into digital and emerging media—including search, social, gaming, video and mobile. But the plan is only the starting point. We build in metrics for measurability, and we provide bi-weekly reporting that communicates the effectiveness of your campaign.

At Blue Plate Media, smarter media is our top priority. We take the time to listen and understand your challenge. We assign top-tier senior talent to supervise your business. We identify your core objectives, define your strategy and develop an innovative media plan that delivers your targeted audience for less. We negotiate your buy, traffic your creative and stretch your advertising dollars for maximum impact. We make a difference to your bottom line. We are an uncommon partner and an asset if you rely on media to build your brand.

WE KNOW TOYS. AND KIDS. AND MOMS.

Working across all media platforms, including television, online, radio, print, outdoor and in-theatre, Blue Plate Media has the resources, and the buying power, to deliver smarter media thinking that will help you grow your business. This means targeted, prime media inventory at negotiated rates that maximize your investment, along with added value and key positioning. But today's media has changed. Each medium has tentacles that reach out and connect, including gaming, video, mobile, social, place-based, sampling. To be effective you must be efficient. And relevant.

SPEAK WITH A PARTNER.

Blue Plate Media Services is here to help. We define your media needs and identify the core objectives of your campaign. We are available to answer your media questions and walk you through the complexities of the media maze. We offer expert media support to help you grow your business, increase your ROI and build your brand. Media that is right for you!

Be Media Smart. Buy Media Smart.™

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