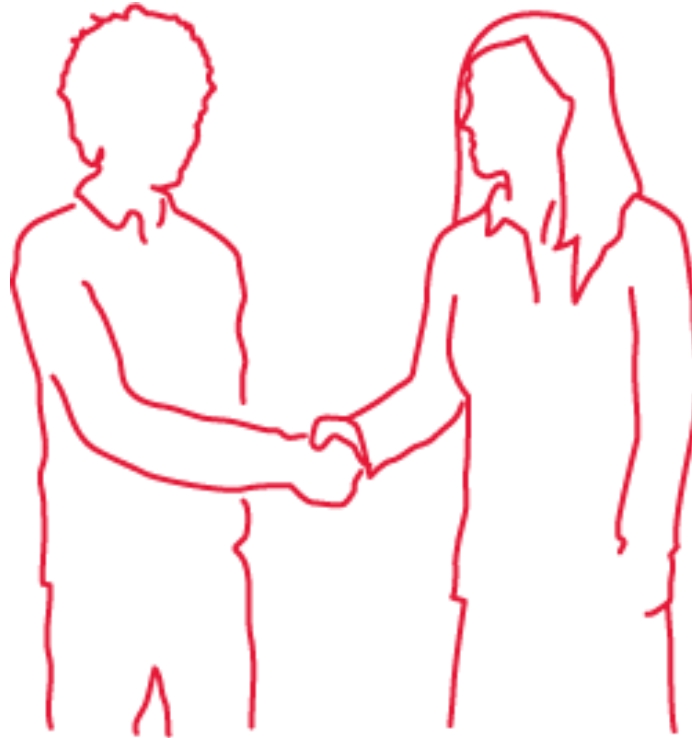


# relationship ::media

our evolved approach to  
communication planning



At Maxus, we build deeper relationships between consumers and brands, creating, executing and quantifying communication that drives greater business value





We understand the evolution of choice



We have moved  
from a time of  
**Limited** choice



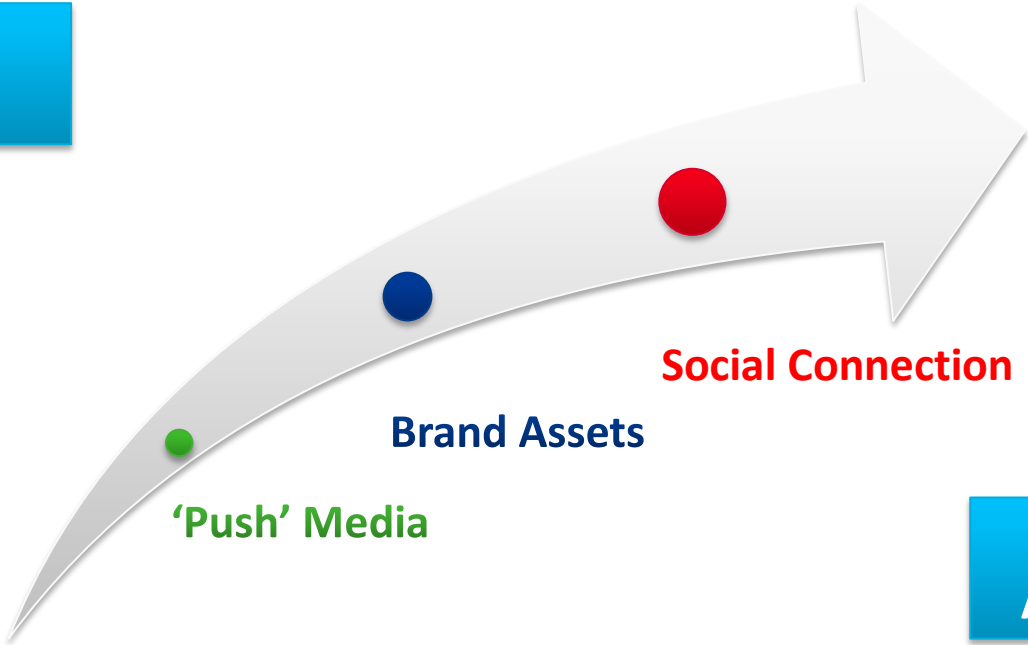
To one where we  
were overwhelmed  
by **Quantity** of choice



To today, where  
**Quality** of choice  
matters most

“ We understand the mechanics of the new communication landscape ”

**Brand Discovery**



**Brand Amplification**

We use ‘push’ channels to enable people to discover brand assets and experiences and then distribute them in the new communications landscape



So we've re-framed the questions that media agencies have traditionally asked



How do I buy your attention?

**how**  
do I win your attention?

Where do I place a message?

**how**  
and where should we talk?

How many bursts?

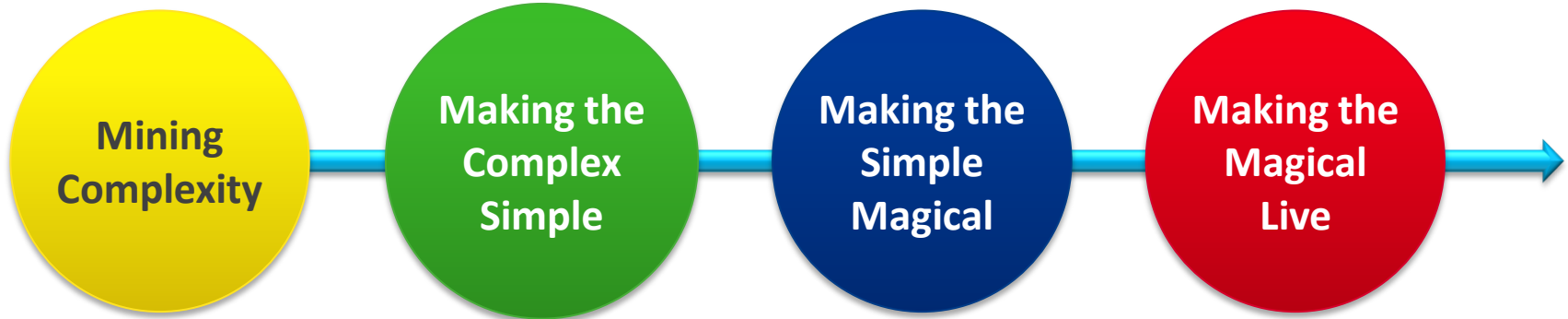
**how**  
can I keep the relationship fresh?

What reach and frequency?

**how**  
deep should I go with an individual consumer?



We've brought Data Experts and Communications Planners together



And then empowered them to create new types of solutions through a future-facing process that blends data and creativity at every point



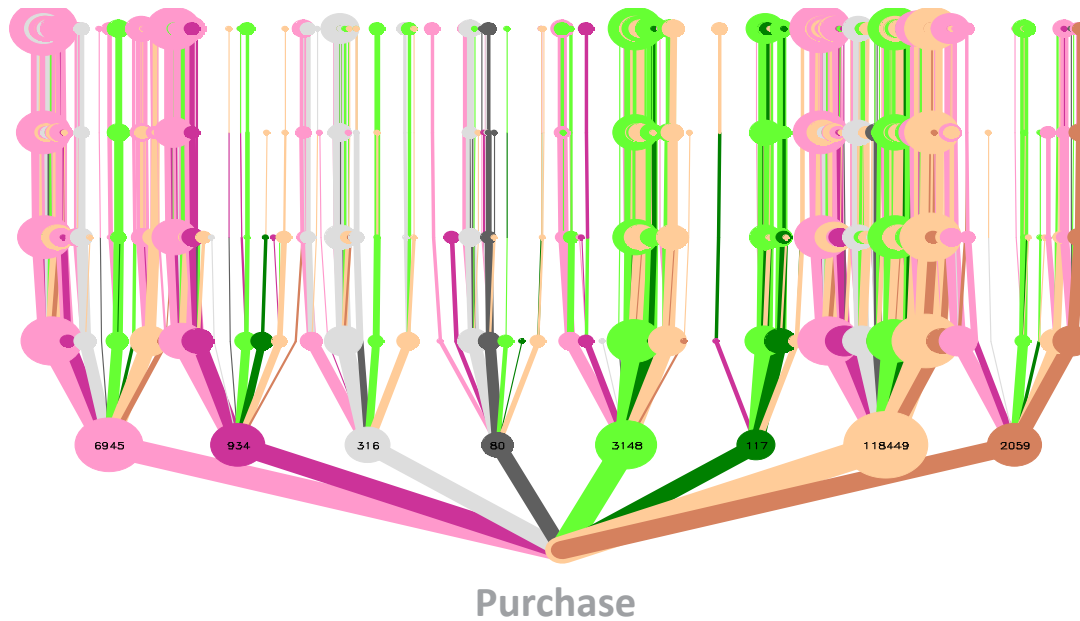
We speak with smaller, better-defined audiences



We marry richer data with new insight techniques to better understand tailored and defined audiences.



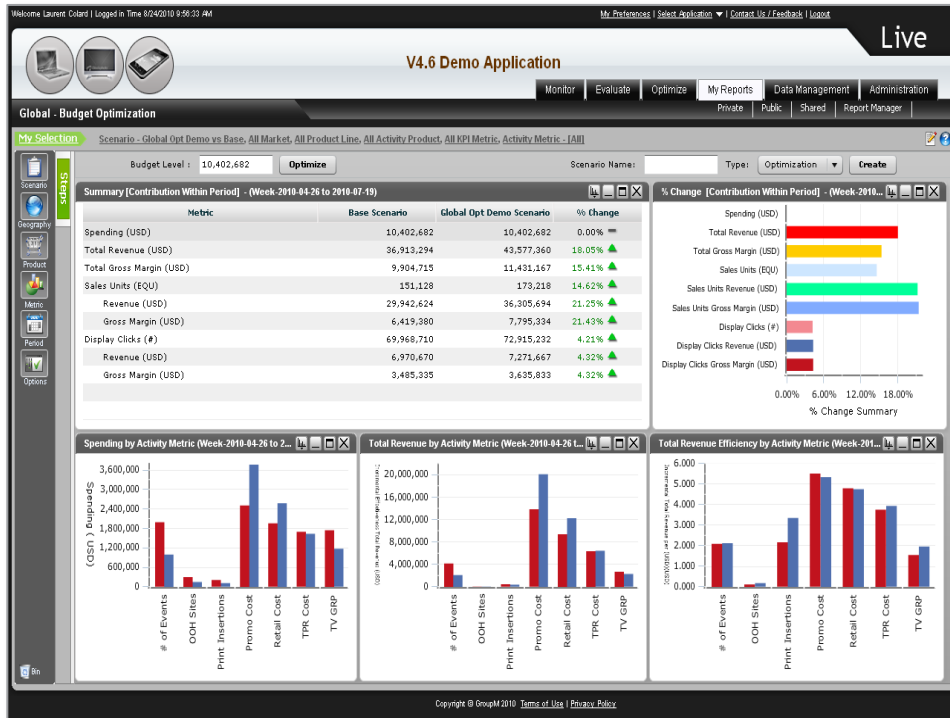
We understand how to use one element of communication to drive consumers to another, building depth of contact



Our award-winning attribution models tell us what to say when; how to sequence messages over time to build a deeper and richer conversation; and when to drive to purchase.



We continually monitor data that allows us to see the effects of our actions in real time



We are redefining agency timings. We set a long term vision for a brand and then plan organically, constantly adapting to actual consumer behaviour and real-time data.



We create engaging ideas that invite participation



Spectacular street furniture for Fiat



World's first mobile brochure for Mercedes



Social networking parties for Ubisoft



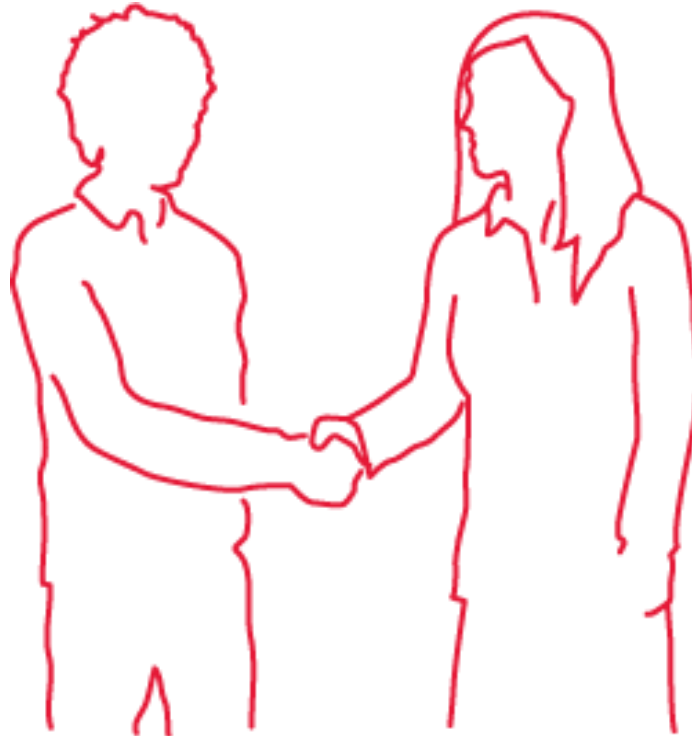
Not only that, we put an increased focus on engaging consumers that have already purchased

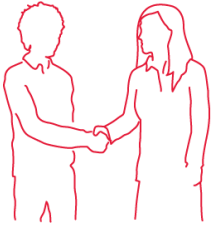


We turned India's biggest radio station into a real-time library of mobile downloadable tracks for Vodafone customers, rewarding them and encouraging them to purchase again and again.



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we'd love to work with you

**maxus**

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