

## **AGENDA ITEM: Present 2019-2020 MBuy Paid Advertising Strategies**

### **BACKGROUND**

MBuy was hired last year by the Park Board for media buying services to develop and implement an effective and efficient advertising plan. Staff has been pleased with the services provided, added-value and the ability to change media channels and geographic targets for better optimization.

Today's presentation will give you an overview of this year's results and discuss 2019-2020 strategies, media channels and geographic targets.

MBuy provides a real-time dashboard that integrates and analyzes data to measure the value of each media channel to determined KPIs. The full scope of services includes:

- Media Planning/Strategy
- Vendor Negotiation & Execution
- Added Value (MBuy is able to offer reduced pricing, additional exposure and bonus spots)
- Traffic and Ad Delivery
- Posting/Proof of Performance (verify that radio, broadcast, print and digital ads run as scheduled)
- Cross Channel Performance Reporting
- In-Flight Media Research
- In-Flight Media Stewardship
- TV/Radio/Digital Attribution & Optimization

### **Funding Source:**

MBuy funding is part of the 2019-2020 operational budget from TD 62-5305.