

TRILIA

SCIENCE + IDEAS = STRONGER OUTCOMES

HERITAGE OF MEDIA AND CREATIVE INTEGRATION

Our point of difference lies in how we've operated for the past 47 years. Time and again we have seen that this focus on creative and media integration leads to the development of unique ideas. Ideas that drive social conversation and most importantly brand consideration, preference, and sales. Regardless of whether we are collocated with our creative partners or housed in separate agencies, we are driven to creating the strongest partnership for the development of these unique ideas.

TRANSPARENCY IS A MANDATE NOT A BUZZ WORD

If you look at the conversation in our industry, we see a general lack of transparency that we think is bad for business. From the beginning and continuing forward, we made a very conscious decision to tell our clients exactly what fees they are paying for media. The open triangle in our logo reflects our belief that pricing transparency is absolutely critical to a solid relationship with our clients.

IT'S A DECEPTIVELY SIMPLE FORMULA

The simplicity masks the tricky part. Knowing how to use the science and developing creative ideas that challenge the conventions is very hard to do. We live at the nexus of these two variables and our mission is to never rest on our laurels, never be completely satisfied and remember that media excellence is achieved by learning from the past but always looking beyond the horizon.

THE OFFER



STRATEGY



CONTENT



ANALYTICS



RESEARCH



INVESTMENTS



PROGRAMMATIC

THE FACTS

175

Employees



MA, NY, SC, FL

1

Fully-integrated
team

MAGNA GLOBAL



THE FACES



Cindy Stockwell
President



Seb Maitra,
EVP, Director
of Analytics



Stacey Shepatin
EVP, National
Investments



Karen Agresti
EVP, Local
Investments



Katie Ashafa
VP, Group Director
of Platform Media

THE NEXT STEP



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