

ENTERTAINMENT

Full-Funnel Strategies to Amplify Reach and Engage the Right Audience.



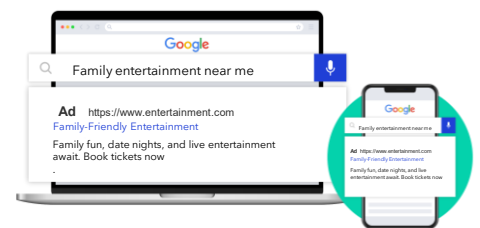
Our Approach

- We prioritize what we know about your audience and goals to curate fully-integrated media campaigns.
- We harness the power of analytics to develop data-driven strategies that reach the right customers at the right time.



Activation Opportunities

- **Connected TV, Digital Out-Of-Home, and Digital Display** can target local audiences and showcase main attractions, immersive experiences, and venue highlights to drive sales.
- **Shared Mail** inserts can cost-efficiently keep target communities informed about what's new or promote special packages or offers.
- Use **Paid Social** to engage target audience segments with relevant, inspiring content and increase your local following.
- Use **Trigger Marketing** tactics to deliver relevant offers for New Movers or for Birthdays & Anniversaries.
- Use **Search Engine Marketing** to capture high-intent queries like "birthday party venues near me," or retarget users with display ads and dynamic creative that mirrors the audience's search behavior.



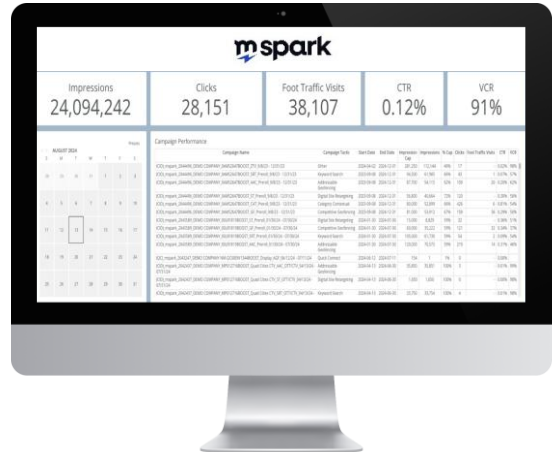
Let's Ignite Results for Your Business.



Actionable Results.



Our campaign reporting brings your strategic story to life.



- 01. Continuous Improvement:** We analyze performance across media, audiences, and geographies to enhance it further.
- 02. Collaborative Data Sharing:** Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.
- 03. Enriched Insights:** By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



ABOUT US:

Mspark is a results-driven media marketing partner built for accountability. Our teams plan, activate, and measure fully-integrated media campaigns – anchoring strategy and audience intelligence directly to performance through client-first service.

135M

Targeted reach across all U.S. households through our direct mail and digital media solutions.

30,000+

Audience data insights leveraged in proprietary data models and custom audience curation.

38 yrs.

A media mainstay for nearly four decades—we've evolved alongside the national, regional, and local brands we serve.

3,000+

We have over 3,000 clients who trust us to build full-funnel campaigns to achieve their marketing goals.

Turn Interest Into Action. Let's Get Started Today.

mspark.com