



About

Mediassociates is a leading independent, full-service media agency that has grown threefold since 2020. Founded in 1996, the agency is headquartered in Sandy Hook, CT. With \$275 million in media billings and a team of 102 employees, Mediassociates is sized to be both nimble and scalable. The agency has a national client base, partnering with mid-market companies looking to drive growth and leverage media as a competitive advantage.

The agency is a member of the Worldwide Partners Independent Agency Network and has been nationally recognized with industry accolades, such as:

- *Ad Age*: Best Place to Work
- *Adweek*: Fastest Growing Agencies
- *MediaPost*: Media All-Stars
- *Google*: Premier Partner

Our Approach

We work with leading brands to guide them through today’s complex media ecosystem — all to drive growth. Our agency’s consultative approach to media and our leading-edge tools are designed to deliver better and more accountable business outcomes.

Our approach includes:

- **Precision Branding:** This helps marketers address the challenge of choosing between brand and performance media. Our unique approach eliminates these barriers by connecting data signals of customer interest with high-impact media. This is supported by full-funnel analytics, including forecasts, rapid insights, and real-time media performance accelerators. Additionally, this process is AI-powered by our proprietary precisionbranding.ai platform.
- **Predictive Modeling and Forecasting:** We predict and control marketing and business outcomes with predictive forecasts. By anticipating performance outcomes, pre-optimizing media investments, and analyzing historical data and market trends, we make data-informed decisions that improve ROI.

Our Clients



Our Team



Jeff Larson
President & CEO

Jeff brings a unique client-side perspective to Mediassociates as a former CMO with over 20 years of brand building and strategic marketing experience at Procter & Gamble, Subway Restaurants, and Stew Leonard's. He has seen how a relentless focus on the customer, clear messaging strategy, and integrated media planning can increase business impact



Ben Kunz
Chief Strategy Officer

Ben is a former management consultant for Peppers & Rogers Group. He has led media strategy for more than 100 campaigns with a focus on predictive analytics, innovation and crazy ideas that work. He has written on media strategy for Bloomberg Businessweek and Digiday, and has been quoted in major global news publications.



Jesse Rosenschein, SVP
Integrated Management

Jesse leads Mediassociates' integrated investment team, managing all client investment decisions across multiple media platforms. Since joining Mediassociates in 2017, Jesse has enhanced digital innovation and media strategy, focusing on performance trends and advanced methodologies.



Mark Mirky
SVP, Account Planning

Mark oversees all the agency's media planning functions and client service teams across its portfolio of clients. He is an award-winning media leader known for building long-standing client relationships, and a strategic and innovative thinker who leverages a 360° audience approach to provide customized marketing solutions for brands

Our Capabilities

Today's media landscape is complex and difficult to navigate – and marketers are challenged to build their brands and simultaneously drive results. Our approach is our superpower: taking the guesswork out of these challenges and breaking down the barriers between brand and performance media with the following capabilities:

- Media Planning
- Campaign Forecasting
- Media Buying
- Analytics
- Programmatic
- Data Services
- Marketing Consulting

Our Culture and Impact

We believe our success serves a higher purpose: to create opportunities for our people, our community, and those less fortunate than ourselves – a principle embedded in our DNA since our founding. We encourage our team not only to deliver exceptional work for our clients but also to contribute positively to the community. This culture of caring is evident in the way we enrich our team and in how we partner with and support our clients. Whether it's our multi-year commitment to bringing water to remote villages in Honduras, our collaborations with community-based organizations closer to home, or the way we treat and support our people, we see this mission as critical to our success.

Media Contact

Red Thread PR for Mediassociates
mediassociates@redthreadpr.com