

RESEARCH-DRIVEN

MEDIA PLANNING, CREATIVE & PERFORMANCE



PALLADIUM
MEDIA™

We turn Research

into Strategy,

Strategy into Media,

and Media,

into Measurable Results.

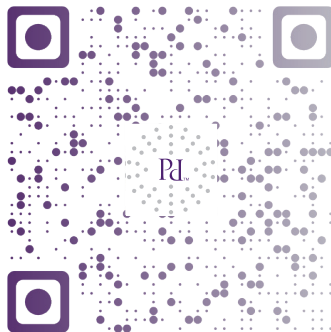
PALLADIUM-MEDIA.COM

OUR APPROACH



PALLADIUM
MEDIA™

Since 2012, Palladium Media has provided smarter, research-driven marketing solutions that align with each client's unique challenges and opportunities. Our work function is designed to elevate your brand and deliver revenue-producing results. Reach out to schedule a complimentary 30-minute consultation.



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MEDIA EXPERTISE

DIGITAL

Search

Intent driven advertising across Google, Bing and other search engines captures users actively searching for relevant products or services.

Programmatic Display

Targeted banner, rich media, and native ads across premium websites and apps. Audience-based, contextual, behavioral, and retargeting capabilities. Optimized in real time for awareness, consideration, and conversions.

Connected TV (CTV) & OTT

Long-form video delivered via Connected TV and streaming platforms, including premium publishers such as Hulu, Disney+, Amazon Prime, Paramount+, Peacock, and more. Enables precise audience targeting and measurable performance.

Streaming Audio

Digital audio advertising with geotargeting and audience-based targeting across English and Spanish streaming platforms and podcasts.

Paid Social Media & Short-Form Video

Sponsored content across platforms such as Instagram, Facebook, TikTok, YouTube, and X. Engages audiences on mobile and connected devices through visual, interactive, and short-form video content. Advanced audience targeting using demographics, interests, behaviors and first-party data supports full funnel objectives from awareness to lead generation and sales.

Influencer & Creator Partnerships

Collaborations with creators, influencers, and trusted local voices to build authenticity, increase brand credibility, and drive engagement within key communities.

TRADITIONAL

Broadcast Television

High-reach channel ideal for building broad brand awareness across English and Spanish language networks and local stations.

Cable (Addressable & Advanced TV)
Geotargeted and addressable TV advertising with advanced audience segmentation based on demographics, behavioral data, and interests.

Terrestrial Radio (AM/FM)

Traditional broadcast radio used to efficiently reach local audiences, promote events, and drive retail or community engagement.

Direct Mail & Addressable Print

Data-informed mail campaigns targeting new and existing customers within defined geographic areas to drive measurable response.

Out-of-Home (OOH) & Digital OOH (DOOH)

Strategic billboard, digital display, and outdoor placements aligned to campaign goals, including brand awareness, directional messaging, daypart targeting, and event-driven activations.

Transit Advertising

Media placements on buses, transit shelters, stations, and high-traffic commuter routes to reach local and regional audiences.

AGENCY SERVICES

RESEARCH

Focus Groups

Audience Surveys

Data Compilation

Customer Profiles

MANAGEMENT

Define Goals

Establish Brand and Messaging Alignment

Identify Audiences

Manage Budget

Determine Timing

Provide Reporting

Scope of Work Proposals

Implement Plan

MEDIA

Market and Audience Research

Monitor, Quality Control and Optimize

Cultivate Media Strategy

Reporting, ROI, Analytics

Media & Goal Alignment

Budget and Media Delivery Reconciliation

Media Plan and Flowchart

Negotiate Competitive Rates and Value Add

CREATIVE

Branding, Campaigns, Logo Design

Campaign concept mock-ups

Website Development



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