

# Traditional Values. Modern Tools.

- Team members best in class
- When you meet our team, those are the people you work with on a daily basis
- We pride ourselves on building strong partnerships



## Company

Founded: 2013  
Type: Private  
Headquarters:  
30 Old Kings Highway South, Darien, CT  
Certified Women-Owned Small Business

Fed Tax ID: 46-1560572  
DUNS #026819723  
CAGE Code: 8EQ99  
NAICS Codes: 541830, 541810  
Geographic Reach: US and International Markets

## Capabilities

- Strategic Media Planning & Buying
- Broadcast (TV & Radio) Top 50+ Markets
- Media Post Buy Analysis
- Streaming
- Digital
- Print
- Direct
- Experiential
- Out-of-Home
- Paid Search & Display
- Remarketing
- Paid Social Media
- Behavioral & Contextual Targeting
- Digital Performance Reports
- Media Research
- Competitive Analysis

## Industry Experience

- Architecture & Building
- Consumer Packaged Goods
- Defense
- Education
- Electrical
- Engineering
- Entertainment
- Financial Services
- Healthcare
- Industrial Chemicals
- Insurance
- Lighting
- Manufacturing
- Transportation & Logistics
- Utilities

## WHAT WE DO

Full service strategic media planning and buying agency serving B2C and B2B clients. We plan and place media on a national and local basis and work with traditional and emerging channels, including digital, social and mobile.

## WHAT SETS US APART

Our team is best in class with over 30+ years of experience. When you meet us, we are the people you work with on a daily basis. We're fully transparent in our media buying process. A Google Premier Partner certifies our substantial buying power of \$1M+ in digital ad spend per year & solidifies our top ranking position based on campaign performances. Strong negotiators, passing the savings on to you.

## HOW WE DO IT

We take time to understand our clients' goals and objectives and offer a comprehensive plan that examines the competitive landscape, reviews media research and provides a detailed analysis of the recommended media mix. We manage our clients' budget as if it were our own.

## HOW WE MAKE AN IMPACT

Our clients report significant changes in three areas: financial (cost-savings), operational (freeing up time to focus on your core competency) and strategic (increase brand awareness and ROI).

## POINT OF CONTACT

Shaun J. McKenna  
SVP, New Business Development  
203-981-1570  
[smckenna@bcmmedia.biz](mailto:smckenna@bcmmedia.biz)

