

# WE CONDUCTED A FEASIBILITY STUDY AND DEVELOPED A BESPOKE STRATEGY TO IN-HOUSE DIGITAL MEDIA FOR A GLOBAL ENTERTAINMENT BRAND



**9**  
GLOBAL STAKEHOLDERS  
INTERVIEWED



**\$45m+**  
MEDIA INVESTMENT  
REVIEWED



**26**  
RECOMMENDATIONS  
MADE



**18**  
MONTH IN-HOUSING  
ROADMAP CREATED

We worked with a Global Entertainment Brand who had made the decision to in-house their digital media buying. To do this successfully, they tasked The Programmatic Advisory to identify the key risks and opportunities of in-housing, and to build an 18-month strategy to complete it successfully.

We reviewed their existing programmatic setup by analysing their advertising platforms and existing process documentation. We also interviewed key stakeholders across two regional hubs (US and UK) to identify their existing and future challenges.

We provided detail on the commercially feasibility of media in-housing and then made 26 recommendations that allowed the client to avoid the risks identified and leverage the largest opportunities. Our recommendations allowed our client to take key first steps into in-housing with confidence and initiate time-consuming tasks, such as resourcing, effectively.

