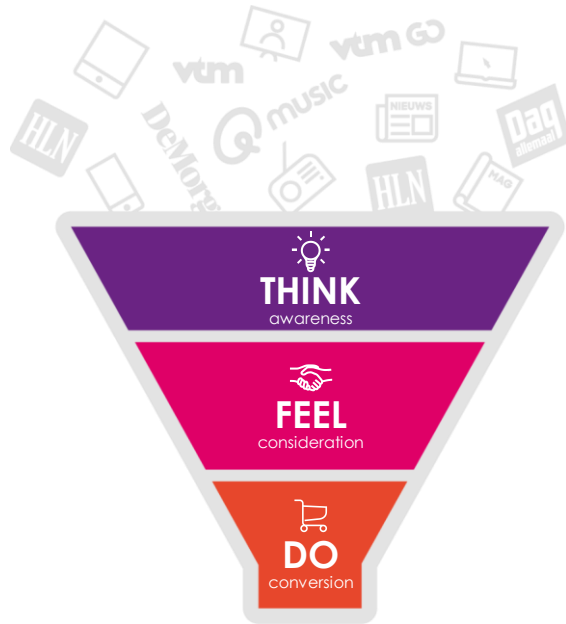


DPG Media: our media offer for your marketing goals



We distinguish advertisers who want to boost their **awareness** to get their brand name 'top of mind', those who are looking for the personal fit between brand and consumer and therefore invest in **consideration** and all those who want consumers to interact in

a specific way with their brand and therefore believe in **conversion** as the highest good. Multiple goals will very often be set, but when rolling out a media plan it is important to set the right course for each goal.



<ul style="list-style-type: none"> Online Video: long & short form High Impact Display Xtra Social Stories 	<ul style="list-style-type: none"> Brand Awareness Package Jingles Spot planning 	<ul style="list-style-type: none"> High Frequency AM Peak Spot planning 	<ul style="list-style-type: none"> Cover position 1/1 page & 2/1 page Two-page spread Double cover 2 Tête-bêche
<ul style="list-style-type: none"> Branded Content Xtra Social Posts Influencer marketing 	<ul style="list-style-type: none"> Branded Content Video Content Partnership Spot planning 	<ul style="list-style-type: none"> Content Partnership High Frequency Spot planning 	<ul style="list-style-type: none"> Native advertising Advertorial Foldering: insert + advertising supplement
<ul style="list-style-type: none"> Data Targeting & Retargeting display CPC & Full Funnel Performance Packs 	<ul style="list-style-type: none"> Addressable TV Spot planning 	<ul style="list-style-type: none"> High Frequency Movie Package Spot planning 	<ul style="list-style-type: none"> Sampling Coupon ads Coupon voucher Cover voucher