



FOR AGENCIES

- Access to high performing and localized solutions
- Improved market knowledge
- More robust media plans through
- Critical thinking on media partners
- Improvement in client marketing
- Clear that local planning is required

CAPABILITY

- Media product that can deliver performance
- Media product that can provide brand support
- Transparency on all inventory sources and placements
- Attention based measurement available
- Access for agency and clients to all data

DIVERSITY

- Content or editorial supporting diverse groups
- Audience specific support for diverse groups
- Inclusive policies and practices
- Ownership or leadership representation from diverse groups
- Data to eradicate bias

CANADIAN

- Employment of Canadian staff in Canada
- Product development teams in Canada
- Data from Canadian sources
- Physical offices in Canada
- Pay corporate taxes in Canada

FOR MEDIA COMPANIES

- Opportunity to showcase offering
- Access to broader set of planners and agencies
- Elevation of product in market

FOR BRANDS

- Improvement in overall marketing effectiveness