



BEACON MEDIA GROUP

#LIGHTITUP

THE BEACON MEDIA GROUP IS A LEADING GLOBAL, INTEGRATED MEDIA AGENCY WELL KNOWN FOR A TAILORED MARKETING APPROACH AND A COMPREHENSIVE UNDERSTANDING OF THE KIDS, PARENTS, AND FAMILY MARKETPLACE.



OUR SERVICES

Beacon Media Group provides the experience and capabilities of a large, full-scale agency with the flexibility, personal touch and cost efficiencies of a boutique shop. All our capabilities are informed and fueled by unparalleled studies, insights and tools.

Strategy

Creative

Digital
Media

Influencer
Strategy

Traditional
Media

PR &
Communications

Social Media
Calendar &
Content

Measurement
Reporting &
Optimization

As a full-service agency, we support clients with multi-disciplined teams to create offerings that will yield business goals and objectives from strategy and branding to campaign development, execution, and reporting.

Our powerful, award winning creative alliance with **Flint & Steel** allows us to offer robust world-class creative and culturally relevant marketing solutions that transform consumers into enthusiasts & brands into advocates.



AUDIENCE FIRST APPROACH

Providing insights into media consumption, device preference, viewing habits & more!



MEASUREMENT & REPORTING DETAILED VISIBILITY.

Real-time analytics, layered reporting and performance optimization driving success.



NO ONE CONNECTS WITH KIDS & FAMILIES LIKE THE BEACON MEDIA GROUP!



WE DELIVER BEST-IN-CLASS EXPERIENCE FOR SOME OF THE TOP BRANDS IN THE TOY, GAME, LIFESTYLE, RETAIL AND ENTERTAINMENT MEDIA CATEGORIES GLOBALLY.

Research is at the heart of everything we do...

For each brand we establish a unique POV which guides our strategic thinking and planning guided by key insights into media consumptions, device preference, viewing habits and more.

We are obsessed with marketplace trends and buzz.

Social shopping, metaverse, retail media networks, increased digital choices, global CTV impact, influencer trends, trade media.

We take pride in delivering meaningful KPI wins against targeted brand goals. Sample successes include:

TESTIMONIALS:

“A champion of our business.”

JENNA KAY Sr Director Media & Marketing Strategy
Moose Toys

“Their professionalism and desire to exceed expectations is what I appreciate most. They care about our brand goals, our objectives, and our people. We are one team!”

REBECCA SILBERFARB Vice President of Brand Marketing
Bazooka Candy Brands

“I have worked very closely with Beacon Media for close to 13 years. In that time, I have witnessed them offer a unique and effective approach to their clients.”

JUSTIN HALLILEY Vice-President
Paramount Convergent Ad Sales & Partnerships



HOLIDAY GAMES
\$32 ROAS

DISNEY GAMES
\$20+ ROAS



KOOSH RELAUNCH INFLUENCER CAMPAIGN GARNERED
21.6MM VIEWS ON YOUTUBE IN 5 MOS.



63% OVER-DELIVERING OF GUARANTEED VIDEO VIEWS



HIGHEST PERFORMING ORGANIC SOCIAL PERFORMANCE FOR RING POP IN 2 YEARS.
2X INCREASE IN ORGANIC IG FOLLOWERS



3400+ PR STORIES



CONTACT US FOR MORE INFORMATION ON HOW WE CAN BUILD BRAND SUCCESS:



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beaconmediagr.com