



ADVERTISING & DIGITAL AGENCY

Growing brands across cultures

MEDIA & CAPABILITIES

Beyond Brands. Beyond Boundaries.



Advertising shaped by your audience

We connect strategy, creative, media and digital experiences for brands reaching new audiences and markets.

One connected plan.
A clear business objective.

Four capabilities. One agency

01	Strategy & research	Audience insight, positioning and campaign direction.
02	Brand & creative	Identity, campaign ideas and creative localization.
03	Media & marketing	Paid campaigns, programmatic and channel planning.
04	Web & measurement	Websites, eCommerce, analytics and marketing systems.

Brands our team has worked with

Experience across
categories,
audiences and markets.





ILLUSTRATIVE CAMPAIGN VISUAL

THE CAMPAIGN

A complimentary mocktail and discount offer for nearby diners.

Geofencing, food-and-beverage interests and contextual food placements connected the offer with local audiences.

SELECTED CAMPAIGN / FOOD & HOSPITALITY

Restaurant promotion

28.74%

Landing-page-to-lead conversion

0.87%

Click-through rate

Selected results. Performance varies by brief and media plan.

SELECTED CAMPAIGN / AUTOMOTIVE

SUV launch

For a multicultural audience

86%

Video completion rate

400K+

Audience reach

0.73%

Click-through rate

81.23%

Viewability

Multicultural targeting and video supported the launch. Metrics describe different aspects of delivery.



ILLUSTRATIVE CAMPAIGN VISUAL

Sector perspectives

Campaigns shaped around the audience, category and commercial objective.



Food & hospitality



Automotive



Real estate



Education



Retail & eCommerce



Financial services



Healthcare & wellness



Technology

Five cities

Connected thinking

Dubai

Toronto

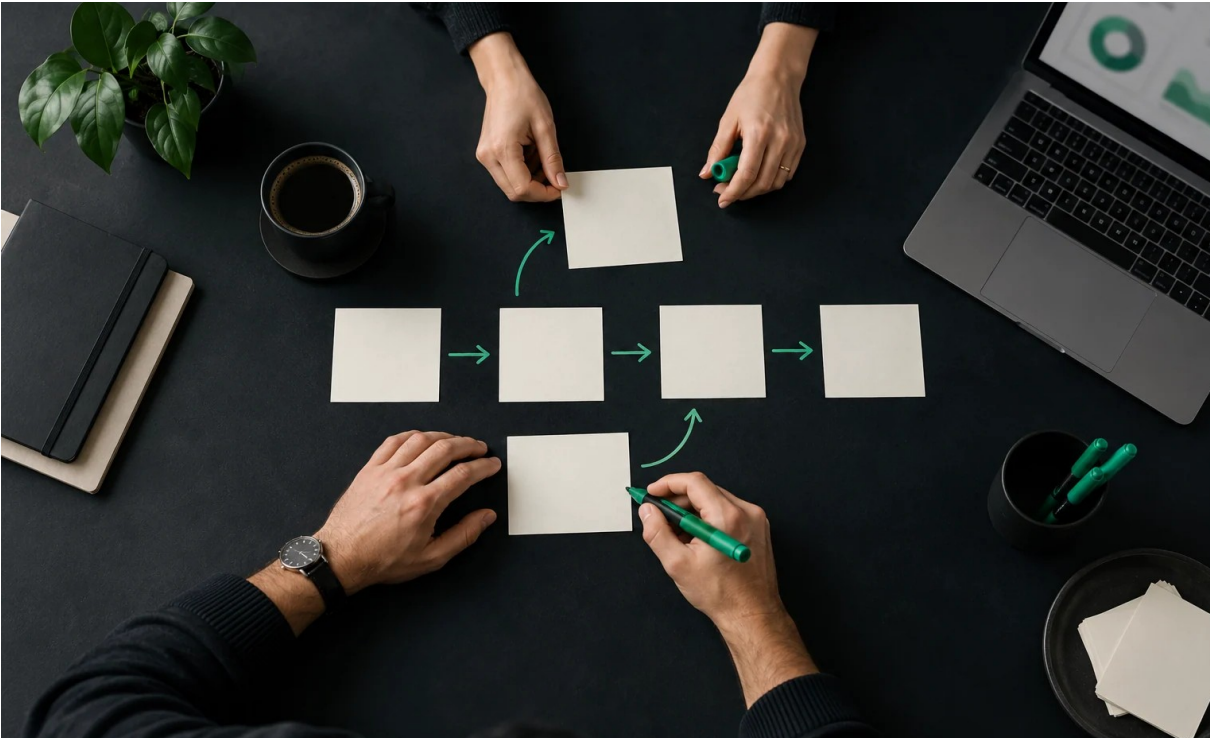
Dallas

Mumbai

London



The thinking behind the campaign



Audience & market

Audience, language and competitor research.
Customer journeys and cultural context.

Positioning & messaging

A clear brand position and message for the
intended audience.

Campaign direction

Channel and budget planning, objectives and
measures of success.

Brand & creative



Identity & campaign ideas

Brand identity and a creative direction for the campaign.

Copy & localization

Ad and landing page copy, transcreation and localization.

Content & adaptation

Social and rich media planning. Video, subtitles and voiceovers.

Digital & measurement



Websites

WordPress websites and landing pages built around the next customer action.

eCommerce

Shopify, WooCommerce and localized product content.

Analytics & systems

GA4, GTM, UTM's and conversion reviews. CRM and automation planning.

The role of each channel

Objective	Channel roles	Measures to consider
Awareness	Video, CTV, audio, display and digital outdoor	Reach, impressions, viewability and video completion
Consideration	Paid social, creators, rich media and relevant content placements	Engagement, clicks and landing page visits
Conversion	Search, shopping, retargeting and relevant destination pages	Tracked leads or purchases and cost per agreed action

The objective guides the media mix and the measures agreed before launch.

Relevance starts with the audience

Relevant signals connect the brief with the media plan.

01 Content & context

Relevant content, keywords and publishing environments.

02 Language & culture

Language preferences and cultural context.

03 Geography

Markets, local areas and location requirements.

04 Interests & behaviour

Interests, customer audiences and retargeting.

Available customer and publisher data can inform targeting where appropriate.

Culture shapes the campaign

01

Understand

Audience needs, language and the occasion.

02

Adapt

Copy, imagery and calls to action for the audience.

03

Review

Transcreation, subtitles, voiceover and language.

04

Activate

Relevant media, formats and performance feedback.

Language support, cultural review and seasonal media availability are confirmed for the brief.

Display

& interactive creative

Display & native

Web and app placements.

Expandable & interstitial

Larger creative where inventory supports it.

Swipe, cube & parallax

Interactive formats with clear calls to action.

Interactive video

Video adapted to placement and audience.



Video & connected TV



Online video

Pre-roll and in-stream placements. Audience and content context guide creative adaptation.

Companion creative where available.

Connected TV

Streaming TV placements matched to audience, market and language. Inventory, specifications, frequency and reporting are agreed for the plan.

Audio, outdoor & community



Audio & community radio

Audio spots and sponsorships. Language, station and content selection.



Digital outdoor

Screen placements shaped around locations, formats and occasions.



Community activations

Event and community opportunities, with agreed production scope.



Paid social

Audience and campaign planning. Activation, creative tests and reporting.

Creative tests inform the next iteration.

Creator campaigns

Audience and language fit. Creator selection, content briefs and planning.

Deliverables and terms are scoped for the brief.

Search & commerce

Search and shopping campaigns. Landing pages, product pages and conversion measurement.

The ad and destination share a conversion goal.

A connected media workflow

Audience signals guide activation. Delivery and performance inform the next decision.

01

Understand

Audience & context

Content, keywords, language, geography and interest signals.

02

Activate

Buying & curation

Curated inventory, channel mix, pacing and frequency.

03

Engage

Creative delivery

Interactive formats adapted to the placement and idea.

04

Improve

Measurement & quality

Performance, viewability and delivery quality.

Two ways to activate media

	Managed campaigns	Private marketplace deals
A good fit	Teams seeking campaign execution and optimization support.	Media teams with a compatible demand-side platform.
Our scope	Audience and channel planning, activation and management.	Inventory curation, deal options and compatibility checks.
Delivery	Creative specs, trafficking, launch checks and pacing.	Agreed deal terms, activation ownership and reporting access.
Measurement	Reporting and recommendations around the campaign objective.	Responsibilities and access agreed before activation.

Inventory, platform compatibility, minimum requirements and fees are confirmed in the proposal.

Measurement that informs the next move

Focus	Measures	How findings inform decisions
Awareness	Reach, impressions, viewability and video completion.	Review delivery, exposure and attention by placement.
Traffic & conversion	Clicks, visits, leads or purchases and cost per action.	Assess audience, creative and destination performance.
Quality & learning	Frequency, placement quality and invalid traffic where available.	Refine targeting, creative and investment priorities.

Reporting definitions and review cadence are agreed. Brand-lift studies can be scoped for eligible campaigns.

Clear steps. Shared decisions

01

Discover

A focused brief

Objective, audience, markets and cultural context.

02

Define

A shared plan

Scope, channels, budgets, dates and measures.

03

Create & check

Approved assets

Creative, specs, destination URLs, tracking and launch checks.

04

Activate & improve

Performance insights

Pacing and reporting. Viewability and suitability. Invalid-traffic checks where available.

Ways to work together

Choose the scope that fits your objective and the support you need.

Scope, timing and fees are agreed before work starts.
Media spend and third-party costs are discussed separately.

01

Focused project

A defined strategy, creative or digital need.
Agreed deliverables and approval milestones.

02

Campaign

A launch, promotion or audience objective.
Campaign planning, activation and reporting.

03

Ongoing support

Continuing marketing support. Shared priorities, responsibilities and review cadence.

A conversation starts with a brief

Objective

What do you want to change or achieve?

Audience & markets

Who do you need to reach, and where?

Scope & starting point

Which services, assets or channels are involved?

Budget & dates

What investment and timing should guide the plan?

01

We review your brief

The objective and what is already in place.

02

We clarify the scope

Priorities, deliverables and open questions.

03

We outline a proposal

Scope, timing and fees for your review.

[Open an email brief](#)



BEYOND BRANDS. BEYOND BOUNDARIES.

Your next project starts here

Tell us what you want to achieve.

Share your project brief

support@mesmarek.com

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