

Media Bridge *Facts.*

Media Bridge is a media-first, full-service marketing agency built on a foundation of smart media strategy.

We began with deep expertise in media planning and buying, with a unique ability to execute national campaigns with local precision. That media-first mindset still defines how we think, how we solve problems and how we drive performance.

Today, we bring strategy, creative, content, earned media, data and AI together around each client's goals. We meet brands where they are, understand what matters most to their business and build the right approach to move them forward.

Above all, we believe **the best strategy is to care.** To listen closely, act like a true partner and stay accountable to the growth our clients need.

SPECIALTIES

-  In-House Media Buying
-  MB Health
-  Fractional Marketing Support
-  Media Audits
-  AI & Custom Client Hubs

LEADERSHIP

Tracy Call	Founder & CEO
Kristen Giovanis	Head of Finance and Operations
Lauren Young	Head of Growth and Marketing
Jacey Berg	Head of Media Operations
Anna Koehler	Head of Client Relations

CAPABILITIES

Strategy, Insights & Planning

Research-led planning. We blend consumer insight, market intelligence and strategic thinking to uncover opportunities others miss, and turn them into measurable outcomes.

Creative, Web & Content

From renames and rebrands to paid-media creative, video, content and full campaign execution. Senior-level creative without the overhead or timelines of a traditional agency.

Media Planning & Buying

Nearly twenty years of knowing where media rates have been and where they are headed. Senior buyers negotiate by hand, channel by channel, to win every dollar of value.

Experiential & Earned

Earned media is not a logo on a banner. It is activating community, earning real coverage and building moments people actually care about.

Data & Performance

Every channel in one view, from social clicks to billboard impressions. Self-service, real-time and black-box-free.

AI & MB Spark

Our AI consultancy. We look at how AI is actually used inside your company, automate the work that does not need a person, and optimize the rest, so your team spends more of the week on judgment.

CATEGORY EXPERIENCE

Automotive Retail • CPG • Education • Entertainment • Fashion & Apparel • Financial Services • Fitness • Food & Beverage • Healthcare • Health & Wellness • Home Improvement • Home Services • Hospitality • Media • Med Device & Med Tech • Nonprofit • Political • Professional Services • Real Estate • Restaurant • Retail • Sports • Technology

CERTIFIED & RECOGNISED



Let's do something **extraordinary.**

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