



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

We started as a media planning and buying shop with a unique ability to execute national campaigns with local precision. That scrappy, results-driven spirit still defines us. We meet brands where they are at and use our integrated capabilities to move them where they want to go. Above all, we believe that the best strategy is to care—its how we drive real, measurable growth for our clients.

## Integrated Capabilities

-  Media Planning & Buying
-  Strategy & Insights
-  Creative & Production
-  Data & Performance
-  Events & Brand Community Building
-  Influencer & Ambassador Programs

## Associations & Recognition

**Inc.  
5000**

**nlgcc**  
U.S. National LGBT  
Chamber of Commerce

**Entrepreneurs'  
Organization**

**4's**

**WOMEN  
OWNED**

**MedicalAlley**

## Leadership

**Tracy Call**  
Founder & CEO

**Lauren Young**  
President, MB Activate

**Jessica Westberg**  
VP People

**Toni Dandrea**  
President/CMO & Partner

**Kristen Giovanis**  
CGO/CFO

**Jacey Berg**  
SVP Media Operations

## Category Experience

Automotive Retail  
CPG  
Education  
Entertainment  
Fashion & Apparel  
Financial Services  
Fitness  
Food & Beverage

Healthcare  
Health & Wellness  
Home Improvement  
Hospitality  
Media  
Medical Technology  
Nonprofit  
Political

Professional Services  
Real Estate  
Restaurant  
Retail  
Sports  
Technology

## Specialty Services

**MB Health** – An experienced, dedicated team that applies consumer marketing expertise to help medtech and health companies reach their next growth phase, faster.

**MB Activate** – The experiential marketing practice of Media Bridge that helps brands create consumer relationships built on a genuine love of community through events, influencer & ambassador marketing and more.

**Global Media** – A worldwide network of 18 international hubs and 100+ local media experts who take the work and complexity out of going global.

**eMBi™** – Our proprietary data analytics platform that helps marketers optimize campaign performance and make brilliant business decisions.