

Agency Scaries



ANOTHER TALE FROM THE MEDIA CRYPT

**SOMETIMES THE SCARIEST TIME OF YEAR
IS NOT HALLOWEEN, BUT
"PLANNING SEASON".**

It's that time of the year where bosses demand that their teams "ballpark" costs, "estimate" reach, and otherwise engage in prognostication that, eventually, comes back to bite them. You know.

It's that feeling when the estimate you provided 3 months ago—after being reassured "don't worry, you won't be held to it", "we just need a number to pitch this campaign"—comes back from management, set in stone, and sealed in lead?

Sure, you protest because it's been 3 months, the estimate was literally an estimate, and pretty much everything in the marketplace has changed in that time.

But then you receive the response: "too bad, the client signed off on this cost and we can't afford an account review, so make it happen".
(Insert echo of howling wolves, sounding too close for comfort.)

Well fellow media mavens, Centriply is here to turn on the lights, check under the metaphorical beds, and chase those "scaries" away.

Thanks to our ad tech—with rich databases full of historical media data—we're the media partners you want, to get you through the darkest night.

Our team of 'scaries-chasers' wield our secret weapon, our custom ad tech, fighting every last media zombie out there.

That, plus unparalleled planning/buying expertise, combine to rid your campaign of all those media gremlins.

Like all crystal ball gazers, we can't really predict the future, but we sure can give you reasonable estimates based on real data. Of course, once the sun comes up, we double check all our data before responding to a live RFP.

Because like all great pros, we make sure that what we promise is what we deliver.

Every single time.

THE END.