



AUDIENCE | MEDIA | ANALYTICS

AGENCY FACT SHEET

CONTACT

Business Development
info@morganandco.com
504-561-5055
4407 Canal Street
New Orleans, LA 70119
www.morganandco.com

FOUNDED

1997

STAFF & SCALE

Media professionals:
11

Media under management:
\$50 million +

FOOTPRINT

Southeast • Mid-west • Mid-Atlantic

PURPOSE

As a media agency, we help brands understand their ideal customers, acquire more, and reduce the cost of acquisition. Our strength is designing and executing media strategies and buys that bring people and brands together. We use data to drive insightful audience segmentation, our media buys and optimization, and to increase the return on media spend. Our primary categories are tourism & hospitality, healthcare, consumer and legal.

CLIENT EXPERIENCE

- Cheesecake Bistro
- Children’s Hospital
- Cleco Corporation
- Copeland’s of New Orleans
- Creole Cuisine Restaurant Concepts
- Crescent City Infinity
- Crescent City Motors
(Porsche, Audi, VW, Saab)
- Crescent City Nissan
- Crescent City Toyota
- Delgado Community College
- Evamor Water
- Fair Grounds Race Course & Slots
- First Bank & Trust
- Hotel Monteleone
- LCMC Health
- Louisiana Credit Union League
- Louisiana Office of Tourism
- Louisiana Seafood
- Louisiana State University
- Mike Hostilo Attorneys At Law
- Morris Bart, LLC
- New Orleans & Co.
(formerly N.O. CVB)
- Nicholls State University
- Ruby Slipper/Ruby Sunshine
- Shelly Leeke Law Firm
- The Rapides Foundation
- Touro
- University Medical Center
- Visit Baton Rouge
- Wayne Wright Injury Lawyers
- West Jefferson Medical Center
- Zea Rotisserie & Bar

CAPABILITIES

MEDIA STRATEGY, PLANNING & BUYING

- Consumer Journey Analysis
- Media Strategy
- Digital & Offline Media Strategy
- Digital & Offline Media Planning
- Offline Buying
(broadcast, print, OOH, experiential, non-traditional)
- Digital Buying
(Display, Pre-roll video, Custom units, Content Marketing, Social Media, Email, Behavioral/ Contextual, Re-targeting, SEM)
- Ad serving, management
- Campaign management
- Material trafficking

AUDIENCE ANALYSIS

- Audience segmentation
- Market analysis
- Competitive analysis
- Media channel trends

ANALYTICS

- Campaign analytics
(media, creative, website)
- Conversion analysis & ROI
- Optimization

INVESTMENT MANAGEMENT

- Media spend management
- Vendor payables
- Proof of performance

