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Television

Turn viewers into customers on the top media channel for building brand awareness, response lift, and reach across large audiences quickly and efficiently.

Talk to an expert  
Powerful Visual Messages Deliver Results with Performance TV Advertising

TV advertising reaches millions of people quickly and cost-effectively. It offers the creative potential to craft powerful visual messages that increase brand awareness and recall across multiple channels. BMG360 is one of the largest and fastest-growing A/V agencies in the US, with significant growth driven across all key segments and a core focus on maximizing performance and brand lift.

Identify and reach the right audience

We optimize daypart mix to target areas with the highest viewership and response across every linear TV segment available. Segments include National Cable, Broadcast Network, Local Broadcast, Syndication, Satellite, Hispanic, and Addressable.

Granular targeting and efficiency

National TV provides opportunities for mass reach and scale, while Local TV supports a client's need for granular targeting, down to a DMA + provider + network level. And, linear TV delivers almost 5x lower CPMs than OTT/CTV, making it ideal for efficiently reaching a wide audience.

Trusted measurement tools for attribution

A variety of CTAs (think: call, text, QR code) can be incorporated for tracking, and using a multitude of tried-and-true measurement tools like Nielsen, Kantar, iSpot, and our proprietary marketing intelligence platform, we get real-time visibility into campaign performance.

Viewer retention

Tap into the nostalgic, loyal viewers. Linear TV is traditional and trustworthy. Non-skippable ad content on the full screen means your ads are not fighting for space in a cluttered environment.

High-impact visual creative

BMG360's SAG/AFTRA-licensed, in-house creative studio means your ads will be launched to market with speed and efficiency while being consistently tested and optimized for greater effectiveness.

Testing and optimization

With our direct-response media strategy and in-house creative team, we'll test and optimize all aspects of your campaign until we find the right mix of formats to deliver the greatest results.

We're here to help you grow your business.

Whether you have something specific in mind or just want to learn more about our services, we'd love to hear from you.

A member of our team will contact you within 24 hours.

Maureen G.

Ken S.

Tanner M

Name\*

Email\*

Job Title

Company

Phone Number

What can we do for you?\*

Spark your business growth.

Services

Performance Creative

CTV/OTT

Television

Radio

Digital Audio

Programmatic

Paid Search

Paid Social

Direct Mail

Sponsored Content

CRO

Out of Home

SEO

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