

# **MEDIAVILLAGE CENTER OF EXCELLENCE DECLARATION OF PURPOSE**

- The future of our industry relies on our ability to listen to the marketplace, collaborate and scale successful solutions.
- Industry and corporate growth require an urgent focus on filling knowledge gaps and activating individual company and industry solutions among all stakeholders.
- MediaVillage members are empowered to boldly lead by advancing issues and opportunities in ways that activate change rather than deepen systemic commoditization.
- Now is the moment to recognize and advance wisdom, leadership, education and opportunity.
- Now is the moment to invest, implement, scale and build on success.

## **MEDIAVILLAGE IS THE INDUSTRY LEADER IN B2B MARKET INTELLIGENCE, EFFECTIVE CONTENT MARKETING, TALENT DEVELOPMENT AND EDUCATION.**

As business models evolve, so do the opportunities to advance growth through a Collective Impact Model focused on activating and amplifying marketing, talent development, education and business solutions.

Our Collective Impact Model enables MediaVillage members to generate 25%-35% cost efficiencies from B2B marketing budgets.

We enable and empower collaborative teams to generate measurable success and growth in a highly competitive market.

We focus on breaking down the bureaucratic inertia and resistance to change that prevent growth and competitive differentiation.

# CENTER OF EXCELLENCE MEMBERS



- 3% Conference
- 4As
- A4/Altice
- AB InBev
- Active International
- ADCOLOR
- Ad Council
- Advertising Education Foundation
- A+E Networks
- AMC Networks
- Ampersand
- American Advertising Federation
- ANA
- ANA AIMM
- Ascential/MediaLink
- Cadent
- Captivate Network
- CBS-TV
- Comcast
- Crown Media Family Networks
- The CW
- Davila Multicultural Insights
- Dentsu Aegis Network
- Discovery
- DISH Media/Sling
- Empower Advertising
- Eric Mower + Associates
- E.W. Scripps/Newsy
- Facebook
- The Female Quotient
- Fox-TV
- Good I Upworthy
- Google/YouTube
- Havas Media
- Hearst Corporation
- Hershey Company
- Hulu
- Icon Media
- iHeart Media
- Institute for Veterans
- Intel
- IPG
- Lifetime
- MediaMath
- Muslim Public Affairs Council
- NBCUniversal
- New York Interconnect
- Nexstar/Tribune
- Nielsen
- NPR/NPM
- Omnicom
- Outfront
- Pandora
- P&G
- Publicis Media Americas
- Sam's Club
- She Runs It
- Sinclair Broadcasting
- Spectrum Reach
- Sundance Institute
- Twitter
- Unilever
- Univision
- UPtv/Aspire
- Verizon
- Verizon Media
- ViacomCBS
- Walt Disney Television
- WarnerMedia
- The Weather Channel
- Xandr

# COLLECTIVE IMPACT FOR GROWTH THROUGH EDUCATION & ACTIVATION

**THROUGH COLLECTIVE IMPACT, MEDIAVILLAGE MEMBERS JOIN TOGETHER IN A STRUCTURED WAY TO ACHIEVE INDIVIDUAL AND INDUSTRY GROWTH.**

**WE INVITE ALL LEADERS IN OUR INDUSTRY TO LEAD THROUGH MEDIAVILLAGE CENTER OF EXCELLENCE MEMBERSHIP.**

## EDUCATION

- Influence marketing executives who control budgets
- Enhance positive perceptions among stakeholders
- Access collaborative B2B marketing solutions
- Follow tech innovation and stay current
- Share experiences and values across generations
- Expand positive industry resources for talent development
- Invest in online education
- Build team morale

## ACTIVATION

- Break down inefficient silos and further capabilities integration
- Implement future-focused B2B marketing solutions
- Benefit from collaborative market intelligence investments
- Overcome competitive obstacles to growth
- Infuse B2B communications with relevance and purpose
- Organize B2B communications and content in a searchable archive
- Connect meaningfully with key stakeholders and prospects
- Level the economic playing field and gain market advantage
- Attract and retain diverse talent



# **CENTER OF EXCELLENCE**

## **B2B MARKETING RESOURCES AND CAPABILITIES**

**MediaVillage members advance an agenda focused on identifying and scaling best practices and principles for growth. The power of MediaVillage comes from the engagement and real-world experience of a broad range of companies and organizations within our industry implementing a Collective Impact Approach for growth solutions right now.**

### **ADVANCED MARKET INTELLIGENCE/B2B RESEARCH**

**TRANSPARENT. ACCOUNTABLE. RESPONSIVE. AGILE.**

For more than three decades, The Myers Report has been singularly dedicated to identifying, developing and introducing solutions to the challenges confronting media and advertising companies.

### **B2B EDUCATION**

We're advancing and highlighting online-learning platforms focused on growth by enhancing the knowledge of your teams and stakeholders.

### **B2B COMMUNICATIONS, PUBLISHING & PROMOTION**

MediaVillage is the leading positive voice of, by and for our industry. Through the MediaVillage KnowledgeExchange members advance their marketing and communications programs and enhance positive perceptions among stakeholder constituencies, including team members.

### **TALENT DEVELOPMENT**

AdvancingDiversity.org activates connections among prospective employees, new and early-stage team members, and relevant and supportive mentors who share experiences and values. MediaVillage members support college loan relief to attract and retain diverse talent.

### **ECONOMIC SOLUTIONS**

Through capabilities integration and single-source multi-platform marketing, you can drive more effective and cost efficient B2B marketing campaigns and implement industry-leading educational programs.