

THE CHANGING ROLE OF MEDIA BUYING

MAGNA CEO DAVID COHEN ON MOVING FROM UPFRONTS TO AUDIENCES

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For media agencies, buying TV ads by demographics during an upfront and stewarding that investment over the course of the year is fast becoming an anachronism. Today's buys are taking place 24/7/365, and data-driven audience targeting is taking the place of age/sex demos.

"One of my favorite expressions ever is that 18-49 is not a target. It's a family reunion," explains David Cohen, President, NA of Magna Global, part of IPG Mediabrands.

Cohen discusses how media buying is being reimagined and how the role of the agency has become focused on aggregating data and building customer audiences for clients. The benefit? "We can check the cash register and see what moves the needle and what doesn't," he says.