

Our Work

Case Studies


mediassociates

Our Work: Case Studies



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gap between
public and
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MORNINGSTAR

Marketing Challenge: Creating Brand Differentiation and Growth for a B2B Leader

Problem: Morningstar is widely known for investment ratings but underperceived as an enterprise data platform. Targeting asset and wealth management firms, the brand needed to close a significant perception gap versus competitors like Bloomberg and S&P.

Insight: Enterprise adoption is driven by independent research before vendor engagement so building strong pre-consideration brand presence was critical. A high-frequency, multi-market launch across Chicago, New York, and London was needed to shift perception at scale.

Solution: Mediassociates executed an integrated, multi-channel campaign including CTV, online video, paid social, premium publisher partnerships (WSJ, Reuters, Financial Times), podcasts, events, and out-of-home. Targeting focused on job titles and professional segments, deployed across two strategic flights aligned to the financial planning calendar.

Results: The campaign significantly increased awareness, familiarity, and consideration (+16) among key decision-makers. Morningstar closed gaps with Bloomberg and surpassed S&P on key capability perceptions, leading to campaign expansion in 2026.



Fannie Mae



Marketing Challenge: Building Brand Recognition with Diverse Audiences

Problem: Fannie Mae wanted educate first-time homebuyers and diverse audiences on mortgage accessibility while addressing long, complex customer journeys with low baseline awareness about the benefits of homeownership.

Insight: These audiences require trusted, educational content delivered over time—especially those 1–2 years from purchase—focused on financial readiness and confidence-building.

Solution: Mediassociates developed a full-funnel, education-driven strategy promoting Fannie Mae as a trusted resource. Campaigns combined targeted media with interactive tools like home readiness quizzes, driving users to dedicated landing pages. Messaging focused on actionable steps - saving for a down and preparing for homeownership - targeting diverse, lower-income audiences.

Results: Within 12 months, the campaign drove 1.2MM site visits increasing awareness of mortgage solutions by 27% while simultaneously reducing CPMs by 41% significantly improving efficiency and impact across Fannie Mae's priority audiences.



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Marketing Challenge: Driving Digital Transformation

Problem: Mount Sinai Health System needed to modernize its marketing approach, shifting from traditional media to a more data-driven, digital-first model while evolving internal teams and processes.

Insight: Digital transformation requires more than new channels—it demands executive alignment, organizational change, and a culture of testing and innovation, especially with emerging AI capabilities.

Solution: Mediassociates partnered with Mount Sinai over six years to lead this transformation, migrating to data signal-based digital media while co-developing strategies through workshops, AI experimentation, and hands-on collaboration. This included testing AI across media optimization, messaging, research, and planning, alongside joint development of the PrecisionBranding.ai platform.

Results: The transformation delivered a 41% lift in reach, 29% improvement in brand health, increased service line volumes, and a 16% rise in average daily site engagement.

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Marketing Challenge: Audience and Market Expansion for an Iconic Brand

Problem: Bulova, a 150-year-old heritage watch brand, needed to drive sales while expanding its reach to younger, more diverse audiences - especially during key retail seasons.

Insight: Music and culture are powerful connectors for younger consumers. Tapping into culturally relevant moments, particularly within the growing Latin music scene, could modernize the brand without losing its legacy.

Solution: Mediassociates launched an integrated campaign, "Bold at Heart", combining high-impact OOH, digital media, and music partnerships. Activations aligned with peak selling periods like holidays and "Dads and Grads," and included including sponsorship of the Latin Grammy Awards and integration with Latin music icon Marc Anthony.

Results: The campaign drove 30–50% higher sales at key retailers and lifted brand familiarity (+3) and equity among Hispanic audiences (+4), successfully expanding Bulova's audience while strengthening brand relevance.



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Marketing Challenge: Lead Generation and Customer Acquisition for a Challenger Brand

Problem: After doubling its customer base in Year 1 of its new campaign launch, ZiPLY Fiber needed to sustain momentum in Year 2 - despite low brand awareness, larger national competitors, and a slowing housing market reducing new customer inflow.

Insight: Continued growth required hyper-local precision. Audience needs varied widely across markets, making granular segmentation and full-funnel coordination essential to drive efficient acquisition.

Solution: Mediassociates deployed a mass-customized, hyper-local strategy, tailoring media by town-level demographics and built around life-event signals like moving and new home purchases. Campaigns integrated TV, OTT, OOH, digital, and direct mail, powered by rich data signals and micro-interest targeting. A dynamic analytics dashboard combined real-time performance with forward-looking forecasts to enable continuous optimization.

Results: ZiPLY doubled its customer base again in Year 2, exceeding growth targets. The campaign generated 644K digital engagements, 95K calls, and 740K prospect contacts, with response rates 3x industry benchmarks and cost per contact under \$17.