

# Media Planning and Buying Services - Electric Symphony Media

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## Solution: Media Planning and Buying Services

Provider: [Electric Symphony Media](#)

Electric Symphony Media is a media partner that offers end to end planning, activation, and reporting services across traditional, digital, and emerging channels. With 8 years of proven success covering a range of industries including higher education, healthcare, government, financial services, nonprofit/advocacy and more, ESM fuses together custom personas, location and behavioral data, with precision content targeting to reach the most qualified audiences on all platforms.

## Contract Highlights

- Full scope of services, including:
  - Strategy
  - Planning
  - Digital Media
  - Creative
  - Research
  - Data Management
  - Reporting/Data Visualization
- Comprehensive and competitive rate card

## To Inquire

For more information, contact: [info@njedge.net](mailto:info@njedge.net)

## Procurement Information and Documents

See [Media Planning and Buying Services](#)

## EdgeMarket Contract Identification Number (ECIN)

There are two ECINs for this contract:

**269EMCPS-22-001-CP-ESM** - EdgeMarket Cooperative Pricing System (available for use nationally)

**269EMCPS-22-001-LA-ESM** - NJEdge.Net, Inc. as Lead Agency (for New Jersey public sector entities)

When you utilize this agreement:

- Please be sure to include the appropriate ECIN all purchase orders for goods or services purchased pursuant to this contract vehicle, and ensure that the vendor include the same ECIN on relevant invoices.
- Please complete the [EdgeMarket: Notice of Use of EdgeMarket Agreement](#) form.

## Vendor Provided Information

At ESM, we provide end to end research, planning, buying, activation, and reporting services to help our clients realize the best results on their campaigns. By combining our advanced tech stack with our experienced team of creative thinkers, digital strategists, and media planners, we build campaigns that are connected across all channels. The knowledge we've gained from running campaigns that are both large and small, geographically diverse, or with different client objectives, gives us a strong library of learnings to apply to future projects across digital, traditional, and emerging media channels.

ESM has 9 years of proven experience working with businesses and brands across various industries including higher education, non-profit and advocacy groups, government agencies, healthcare, fin-tech, and local businesses. Our diverse client portfolio showcases our team's wealth of knowledge, flexibility, and innovative thinking in an ever changing and evolving industry. Furthermore, we implement campaigns that are both creative and analytical - that are data-driven and share impactful stories - and effectively exceed our client's unique marketing goals.

ESM offers a wide array of services that allow our clients to solve complex marketing challenges that extend beyond just media placement.

These services are grouped into the following categories:

- Offline Media
- Digital Media
- Owned & Earned Media
- Strategy

For a more detailed look into these services, please [visit our page](#).

ESM builds meaningful and long-term relationships with our clients to build extensive media campaigns with maximized results. Take a look at some of our success stories [here](#).

Some noteworthy client projects are linked below:

- [Middlesex College](#)
- [Rutgers University School of Engineering](#)
- [New York Institute of Technology](#)

Contact us:

For more information on ESM and our offerings, please contact our Marketing Manager, Gabriella Criscuolo at [gcriscuolo@electricsymphonymedia.com](mailto:gcriscuolo@electricsymphonymedia.com) or visit our website, [esmtheagency.com](http://esmtheagency.com).