

Sunrise Media Ramps Up Its Digital Marketing



Since 1980, Sunrise Media has helped many top brands with their regional and national advertising. Sunrise brings to the table powerful relationships and extensive industry knowledge to meet client goals—but when those clients pushed for more digital interactive spending, Sunrise needed to grow its media capabilities quickly and intelligently. Sunrise turned to AdReady for an end-to-end solution.



“My clients were continually asking to roll more of their media budgets to interactive,” states Linda Wilson, Founder of Sunrise Media. “In the past, I had to contract out all of the digital creative work and even some of the digital media buying efforts. In order to meet the needs of my clients, I needed to add digital creative and media online expertise to my list of agency capabilities, but I didn’t want to hire a team of interactive experts. I also didn’t want to pay ad serving fees.”

“AdReady for Agencies” provides an end-to-end solution

AdReady delivered a complete solution that gave Sunrise new capabilities that were comparable to those of the largest digital advertising agencies. Sunrise can now focus on strategy, while AdReady provides the platform and execution. “I rely on AdReady to help manage my clients’ campaigns as an extension of my overall team. They are a key aspect to the growth of my business.”

Instead of taking multiple weeks or months to get campaigns up and running, Sunrise Media can now launch new digital campaigns for its clients in a matter of days. “The media targeting I can now offer my clients is compelling: behavioral, contextual and zip code,” said Linda. Sunrise Media provides creative cost savings to its clients as well, by taking advantage of some of AdReady’s 800+ customizable creative templates. Within the platform, Sunrise can create multiple ad sizes and formats, all with just a few clicks. This allows Sunrise’s clients to spend their media budgets on media, rather than on developing creative—and that helps Sunrise deliver more return on advertising spend.

Some of the successful ads created for Sunrise Media clients using the AdReady platform:

