

*“Leveraging Operative has freed up 20% of our Online Strategists’ time. Instead of focusing on tactical campaign execution, my team can now spend more time with clients on strategy, planning and creative development.”*

**Darren Herman, Chief Digital Media Officer**

## Media Kitchen Increases Operational Efficiency

### About The Media Kitchen

Born from creative agency Kirshenbaum Bond and Partners in 2001, the Media Kitchen is a communications planning and buying agency that specializes in paid, owned, and earned media approaches. The agency considers itself a “liberal arts agency” as they are “media neutral” taking perspective from every type of media channel including digital, print, television and radio, as well as out-of-home. Holding true to their creative agency roots, The Media Kitchen is most concerned about finding the next big advertising trend or big idea, wherever it might live, as the agency is not biased toward any particular media channel or format.

### Challenge

The Media Kitchen is often sought out by clients and advertisers who are looking for strategic input and innovative advertising campaigns and ideas from The Media Kitchen’s employees – also known as “chefs.” Unfortunately, creative thinking and strategic counseling were not the only facets of a chef’s day. A large portion of The Media Kitchen chefs’ daily activities consisted of tactical and tedious campaign execution, performing such tasks as ad trafficking, as well as reporting and analysis.

Three years ago, Darren Herman, The Media Kitchen’s Chief Digital Media Officer, took note of the disproportionate amount of time chefs were spending on ad serving systems, uploading creative files and changing targeting parameters. He realized that most chefs were spending a large portion of their time completing tactical trafficking tasks, and that this time would be better spent on strategic planning and creative development for client accounts.

In an effort to free up the team’s time and allow them to focus on more value-add activities, Darren decided he needed to either expand the trafficking team or take on a partner that could complete the monotonous, repetitious and time consuming campaign execution tasks that the team had been performing.

### The Solution

After careful consideration, Darren and The Media Kitchen team decided to partner with Operative for their trafficking needs, enlisting the company’s Ad Trafficking and Campaign Management Services. Known for its expertise in campaign execution, and for consistently delivering campaign error rates below one percent, the Operative team was the logical choice for The Media Kitchen. Not only did Operative’s technology-enabled services immediately free up nearly 20% of the staff’s time to work on more strategic and creative projects, but Operative also corrected some of the agencies most plaguing ad trafficking issues.

The Media Kitchen had been concerned with the high turnover rate of traffickers. Due to the tedious nature of the ad trafficking role, it is common for employees to hold it only for a limited time. Upon partnering with Operative, the team realized that using Operative staff to traffic ads meant they would no longer waste time having to constantly train new employees for the role.

Darren also discovered that by allowing Operative to take on all ad trafficking tasks, fluctuations in campaign placement volumes could be better managed. Campaign volumes naturally ebb and flow depending on the number of clients, seasonality and other factors, making it difficult to manage and maintain adequate resource (cost) structures. The Media Kitchen often had to stretch their staff during high-volume seasons in order to cover trafficking tasks, or, they would have too many hands on deck during low volume campaigns. Through its partnership with Operative, the agency has been able to create and maintain a more balanced resource structure as Operative staff handles the varying campaign execution needs and volumes on behalf of The Media Kitchen’s clients, ensuring more help is available during high-volume seasons.

**The Media Kitchen** 



Finally, The Media Kitchen relies on Operative's domain expertise as the team 'lives and breathes' ad trafficking and provides advice on even the most intricate campaign details. Operative has become a trusted partner for The Media Kitchen, providing technical consulting, creative troubleshooting and quality assurance testing.

"Operative is best in class. Trafficking is a major component of all that we do, so we wanted to find a solution that would nearly eliminate campaign error rates. Operative has been our partner for three years now and our media team has come to rely on the company to deliver flawless campaigns while enabling our "chefs" to get back to developing the next big idea for our clients," said Darren.

## Results

### Operational efficiency

Since partnering with Operative, **15-20 % (or one full day per week)** of The Media Kitchen staff's time has been reallocated towards strategy and planning.

### Scalability

The Media Kitchen no longer needs to staff up as campaigns ramp up. Operative's staff move from client to client to support campaign volume fluctuations, enabling The Media Kitchen to more efficiently manage overhead costs.

### Improved client satisfaction

Operative's unmatched domain expertise ensures the details and intricacies of campaign trafficking are executed flawlessly. This has led to an increase in client satisfaction for The Media Kitchen. The Media Kitchen now relies on Operative's expert advice and best practices for campaign creative details, click tags and more.

## About Operative

Operative Media Inc. is the advertising business management company. Our core purpose is to allow the media and advertising industries to run increasingly complex businesses with simplicity. Operative's next-generation, SaaS based platform and technology-enabled services help media industry leaders and their partners balance operational efficiency with innovation to reduce transaction costs and boost advertising revenue. Launched in October 2010, the Operative.One platform brings together the business processes and systems necessary to package, sell, traffic, manage, optimize and collect revenue on advertising products. More than 200 industry leaders, representing more than 30 percent of digital advertising revenue, rely on Operative including The Wall Street Journal, MSN, OMD, NBC Universal and National Public Media.

## Recent Awards

Ranked in **The OnMedia 100**. Advertising Service Providers



Ranked past three years in **Inc 5000** list



Ranked in the **Lead411 New York City Hot 125**



Ranked 267 overall and 24 in Internet industry in **Deloitte's 2009 Technology Fast 500**



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**Inc. 500** Ranked Number 56 in the Top Companies in Software

