

# Turner Ignite Bolsters Client Insight Capabilities through LEAP® Media Investments Partnership

Thursday, February 16, 2017



NEW YORK – Turner Ignite, a data and content-driven team within Turner Ad Sales, has announced a partnership with LEAP Media Investments, a strategic data analytics and audience development company. Turner Ignite will tap into LEAP’s audience data, which builds targetable consumer audiences based on their level of emotional attachment to specific brands. The team will be able to provide brand clients with deeper insights into their customers, from identifying their most loyal fans to opportunities to expand into new customer segments.

LEAP’s audience data is based on a patented process that quantifies consumers’ emotional attachment, or bond, to a brand, and then creates sophisticated look-alike audiences at scale. These include: brand enthusiasts, or fans, who are highly attached to a brand; brand conquests, who are moderately attached to a brand; and brand expansion audiences. Turner Ignite will explore additional applications of LEAP’s data with traditional TV viewership data to create curated brand-specific TV plans and models for digital extensions, delivering more opportunities for marketers to reach and effectively engage fans across platforms.

James Russo, senior vice president of client strategy and development, Turner Ignite explained: “As our clients’ marketplace becomes increasingly competitive, fragmented and complicated, it’s imperative that we continue to share insights which connect their most loyal fans to the linear TV, digital and social programs that drive their business outcomes. This partnership continues the vision to deliver the engaged consumers with the right messaging, right programing and right platform.”

Gary Reisman, CEO and Founder of LEAP, commented: “We are excited to work with Turner Ignite. LEAP’s unique approach is designed to help marketers leverage brand attachment, and our audiences are perfectly suited for brand oriented campaigns executed via linear and advanced TV solutions, high-end digital and social media.”

## **About LEAP® Media Investments**

LEAP Media Investments is a strategic analytics and audience development company. Its unique audiences – based on consumer emotional attachment -- are used for advanced, strategic audience-based targeting. LEAP has developed brand enthusiasts, brand conquests and brand expansion audiences for over 400 consumer brands and media properties. Audiences are immediately available, at scale for linear TV, advanced programmatic TV, digital, social and mobile media applications. Gary Reisman can be reached at [gary@leapmediainvestments.com](mailto:gary@leapmediainvestments.com)

## **About Turner Ignite**

Turner Ignite is focused on reimagining advertising. Powered by unrivaled branded content services, data-rich ad targeting capabilities, first-of-its kind social optimization tools and global distribution, Turner Ignite empowers brands to build more meaningful connections with consumers and drive return-

on-investment at scale. The business unit is backed by Turner's wide-scale audience of diverse fans within its portfolio properties, including leading media brands Adult Swim, Boomerang, Cartoon Network, CNN, Great Big Story, HLN, TBS, TNT, truTV, Bleacher Report and Turner Sports' high-profile coverage of the MLB, NBA, NCAA, PGA and the professional esports league ELEAGUE. In addition, the company has digital sales partnerships with the NBA, NCAA and PGA.

-30-

**Publicity contact:**

Gerry Manolatos

Director of Business Communications, Turner

212.275.5041

[Gerry.Manolatos@turner.com](mailto:Gerry.Manolatos@turner.com)