



Capabilities Statement

In-Color Media Group is a specialized **Out-of-Home (OOH) media** placement company, offering targeted solutions through bespoke alliances with other high-powered small OOH companies. ICMG *uses a consultative approach* to provide advertisers with impactful local, regional, national & international campaigns, helping you achieve your goals of reaching growth demographics with authenticity while also providing unmatched coverage.

Our unique OOH Network represents hundreds of markets and delivers billions of impressions using audience-targeting capabilities tools such as Geopath.

Why In-Color Media Group?

A report from the Association of National Advertisers (ANA) has found that 69% of their members have a supplier diversity strategy in place for their marketing and advertising. However, ANA reports that identifying diverse suppliers represents a significant challenge for marketers.

In-Color Media Group delivers a one-of-a-kind out-of-home channel that resolves the common challenge of finding media suppliers that best address your vision and your mission. Our all-encompassing OOH network allows advertisers to work with dynamic smaller companies that all coordinate in unison to help clients earn both Tier 1 and Tier 2 credits for their campaigns across the U.S. and around the globe. We are advocates for equitable media representation while helping brands drive meaningful change in targeted growth communities.

Notable Projects include the *OBIE award-winning Harris For President* hand painted mural campaign, **Netflix - Full Swing** and **Formula 1: Drive to Survive** during the inaugural F1 Las Vegas Grand Prix and **Peacock - Fight Night** series.

Core Competencies

- **Out-of-Home (OOH) Advertising Expertise:** From static & digital billboards to transit and wall murals, we develop and implement bold OOH media strategies that deliver visibility, impact and cultural relevance.
- **Equitable Leadership:** A trusted small-business owner who partners with like companies to help brands align with targeted goals of reaching the fastest-growing multicultural demographic segments (Gen Z & Millennials) through authentic OOH channels.
- **Community Engagement & Grassroots Marketing:** Deep local relationships and on-the-ground insight allow us to design campaigns that engage communities, not just target them. We Identify, Diversify and Amplify your OOH campaigns.

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IDENTIFY / DIVERSIFY / AMPLIFY

