



MEDIASSOCIATES CREATES MEASURABLE IMPACT THROUGH PHILANTHROPY

Mediassociates is a media planning, buying, and analytics agency. The company uses predictive modeling to forecast which media strategies will yield the best ROI for its clients.

CHALLENGE: ALTERNATIVE TO HOLIDAY PARTY DURING PANDEMIC

When Mediassociates had to cancel its annual holiday party due to Covid, they wanted to find a more impactful way to thank employees for the company's success. In years past, Mediassociates handed out bonus checks at the party. During the pandemic they wanted to find a way to tap into the true spirit of giving. Mediassociates already has several company-sponsored philanthropic programs. Although employees love supporting those initiatives, they were implemented by the leaders of the company. Mediassociates wanted to give employees more of a stake in where they gave back.

SOLUTION: TURNING PROFIT INTO PHILANTHROPY

In lieu of a holiday party, Mediassociates empowered employees to share some of the company's annual profit by paying it forward. Inspired by Ray Dalio's RedefineGifting program, the agency created the Mediassociates Holiday Giving Philanthropic Program. During the past two holiday seasons each employee received a TisBest Charity Gift Card to "spend" on the charities of their choice. TisBest mailed Mediassociates' custom-branded, bio-plastic gift cards directly to employees' homes. The first year they received \$50.00 charity gift cards. The second year Mediassociates increased the donation to \$150.00. Each year Mediassociates chose an internal theme for the holiday giving program. Their most recent theme was Non Nobis Solem, which translates to "not for us alone."

CASE STUDY

COMPANY

Mediassociates

INDUSTRY

Media Analytics/Planning & Buying

LOCATION

Sandy Hook, CT

SIZE

70-80 employees



WHY TISBEST?

- Helps transform lives
- Aligns with corporate culture
- Measurable impact on charities
- Trackable employee redemption
- Custom-branded physical gift cards

27

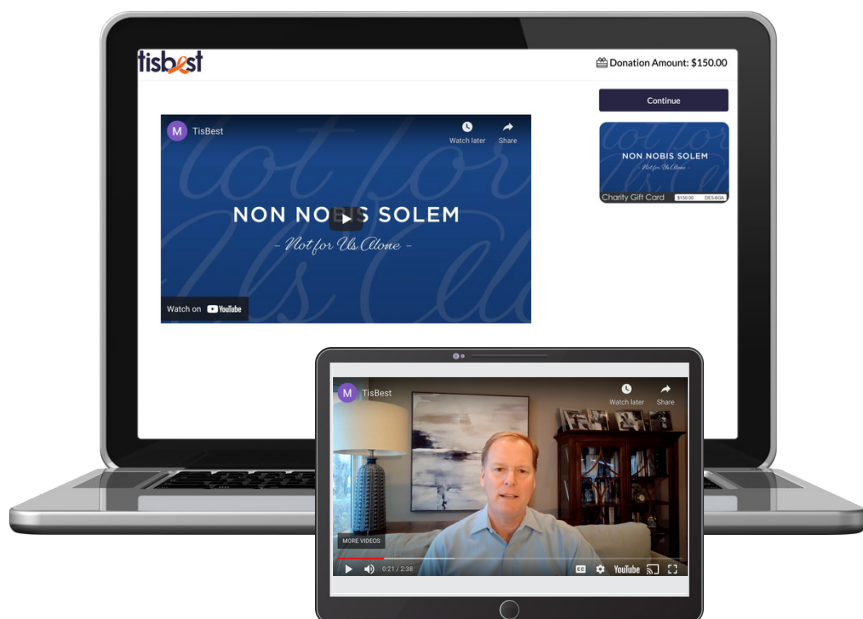
HEALTH & WELLNESS CHARITIES

146

EMPLOYEE GIFTS

\$16K+

DONATED



“My company is not here for me. It is a gift. With that comes the privilege and responsibility to use it as a force for good.”

– Scott Brunjes, Founder & CEO, Mediassociates

RESULT: EMPLOYEE GIFT WITH MEASURABLE SOCIAL IMPACT

Rather than basking in their profit with a holiday party, Mediassociates and its employees shared their good fortune with those who need it most. Together, they paid forward over \$16,000 for the employees’ designated charities. Instead of spending weeks planning a holiday party, Mediassociates simply uploaded its employee database, company logo, and the [CEO’s personal video message](#) to the TisBest website. TisBest handled all of the printing, shipping, fulfillment, and tracking.

As a marketing company that measures results, Mediassociates was a huge fan of TisBest’s spend reports. The report included quantitative data on when cards were redeemed and the name/type of employees’ designated charities. It also included an emotional component as Mediassociates could read all of the heartwarming thank you notes employees sent through the branded redemption process. Mediassociates has been successfully measuring its clients’ success for 25 years. Now it also measures its own social impact through charitable giving.

Mediassociates was a huge fan of TisBest’s spend reports which included quantitative data on when/how cards were redeemed.