

INVESTMENT THEME

Targeted & High-Impact Marketing

Overview

Solutions involving precision digital advertising, large-format graphics, local media, or immersive experiences that utilize data analytics, creative execution, and measurable ROI to help brands reach the right audiences.

Sectors Covered

- ✓ Business Services



Areas of Interest

Digital Marketing

- Performance Marketing
- Social Media & Influencer
- SEO & Content
- Email & CRM
- Data & Analytics-Driven
- E-commerce Enablement

Local Media

- Transit Advertising
- Hyperlocal Print & Digital Publishers
- Targeted Direct Mail

Large Format

- Environmental
- Event & Tradeshows
- Fleet & Vehicle Wrap
- Retail & Point-of-Purchase Displays
- Outdoor Advertising & Billboards

Experiential

- Live Brand Activations
- Event Production
- Retail & In-Store Experiences

Investment Rationale

We believe marketing services businesses focused on digital advertising, large-format graphics, local media, or immersive experiences represent compelling investment opportunities due to:

- **Highly fragmented markets** with regional providers, creating opportunities for consolidation, operational improvements, and cross-selling
- **Secular tailwinds** from digital adoption, growth in experiential/out-of-home campaigns and importance of hyper-local brand visibility
- **Resilient, recurring demand** as businesses increasingly prioritize client acquisition and brand awareness across physical/digital touchpoints
- **Attractive unit economics** due to recurring customers, high-margin creative/production services, and asset-light operating models