

Agency Credentials

Who we are

Infectious is an independent digital media planning and buying agency based in London.

What we're about

Digital media is changing. On one hand, 'Social media' is changing the way people congregate, interact and share; on the other, digital media markets are being transformed by newly emerging trading platforms and targeting techniques. The only certainty in this market is that it will continue to evolve at a rapid pace.

Infectious are an agency built for digital, because we believe in order to take full advantage of such a rapidly evolving market, you have to be. We specialise in campaign strategy and execution across the digital media landscape in its' broadest sense. We work collaboratively with our clients to identify and utilise the most effective and efficient blend of techniques, from the cutting edge to the traditional, integrating seamlessly with your other marketing activities. This process involves us asking lots of questions, and understanding as much as possible about your business so we can define and deliver to key objectives.

Our service offering is flexible, as 'one size really doesn't fit all' in digital, and our expertise is delivered in a reliable, honest and grown up way.

Infectious was founded by Andy Cocker and Martin Kelly, whose expertise, relationships and insights span both traditional and digital media over 13 years in a range of positions, up to board level, at major agency groups. Between them, Andy and Martin have worked on and been responsible for clients including O2, Coca-Cola, General Motors, Aviva, VW, BSkyB, and the BBC.

Our services

We plan and execute campaigns across all relevant internet delivered media platforms: Online, mobile, in-game, IPTV. Our planning process takes a balanced and holistic view of digital channels and techniques, and uses consumer insight and multi sourced data to match these to marketing objectives. We believe the best digital marketing campaigns are those that closely align creative concept and production process with digital media strategy and execution. We are used to working collaboratively with creative agencies to amplify their messages through efficient platform and channel execution.

- **Digital media strategy**
 - Audience research, identification & segmentation.
 - Digital channel planning.
 - Targeting strategy (Behavioural, re-targeting)
 - Performance marketing strategy.

- ***Media buying & campaign execution***
 - Search (Pay Per Click and Search Engine Optimisation)
 - Display Advertising
 - Social media (Application development, viral seeding, etc)
 - Content distribution.
 - Strategic partnerships.
 - Affiliate and performance marketing campaigns.

- ***Campaign management, trafficking and optimisation***

- ***Measurement and reporting***
 - Bespoke measurement and reporting solutions, tailored to clients requirements.

- ***Digital Media Consultancy***
 - We provide a broad range of digital media and marketing based consultancy services. Previous assignments range from digital media workshops to advertising revenue modelling for content owners.

Why are we different?

Smarter NOT bigger

ROI is no longer defined purely by the cost of media. The increasing dominance of the auction trading model and sophisticated targeting technologies mean it's no longer about being the biggest and cheapest, it's about being the smartest and most efficient. Infectious is built around this core belief.

Grown up thinking and straight talking

The industry is littered with buzz words, jargon, 'next big things' and inexperienced agency staff with little or no marketing experience. This often results in a confusing and frustrating experience for clients. We like to keep even the most sophisticated opportunities simple and relate everything back to basic marketing principles. We are committed to providing first class client service based on honesty, integrity, and reliability.

Performance linked fees

We charge fees, linked to campaign performance, NOT media spend commission. This means we are incentivised to produce the most effective and efficient blend of solutions for our clients, not just buy as much media as possible, which often isn't the best solution.