

Magnet Media Names Neil Chase, Chief Strategy Officer

Expanded Strategy Practice Helps Brands and Publishers Build Effective, Measurable Content Amid Rising Demand for Video Creation and Syndicated Distribution

NEW YORK, February 17, 2016 – Magnet Media, a leading strategic studio, today expanded its strategy practice and named Neil Chase, formerly of Federated Media, as its first chief strategy officer. Magnet Media will now offer its clients – including top brands, publishers, and media agencies – a full-service approach to planning, creating and distributing video content in the most effective and efficient ways. Chase brings extensive industry connections, as well as experience from both the publisher and brand sides, to the company’s leadership team.

“We are seeing overwhelming interest in premium video content as brands realize the value it offers in building awareness, loyalty and engagement,” said Megan Cunningham, CEO of Magnet Media. “With our deep industry experience and the addition of Neil’s expertise, we can serve clients who are increasingly asking us to be their strategic partner as they seek meaningful and measurable ways to connect with audiences and deliver measurable results.”

As chief strategy officer, Chase will drive and implement Magnet Media’s “Think-Make-Reach” strategy, a structured and thoughtful approach to video storytelling and delivery. Chase will also spearhead new reporting and measurement capabilities for some of Magnet Media’s largest clients while working with the company’s sales team to help customers get the most efficient impact out of their content marketing efforts.

“Video is at the heart of a fundamental shift in content marketing, away from high volumes of search bait, and instead, towards a focus on quality. It starts with telling the best story possible,” said Chase. “Brands, marketers, and programmers have to prove the value of their video content by aligning it with short and long-term business goals, engaging the right audiences and measuring the results. We’re going to be their close partners, supporting them with research, strategy, planning, distribution and metrics as needed.”

As an independent digital media and publishing consultant, and previously at The New York Times and Federated Media, Chase has provided guidance and counsel to brands, publishers and technology companies across a variety of functions ranging from product development to content marketing, editorial operations, social media and influencer marketing.

In more than two decades as a journalist, he held senior-level editorial positions with the Times, CBS MarketWatch and other news organizations and was an assistant professor at Northwestern University’s Medill School of Journalism. As a highly sought-after speaker, he has presented at more



than 150 events over the past 30 years across the media and publishing ecosystem.

About Magnet Media

Magnet Media is a leading strategic studio that helps brands tell their stories through innovative digital strategies, video content creation and targeted digital distribution. Top brands and media clients include Google, National Geographic Kids, JPMorgan Chase, Adobe, PBS Digital Studios, Amazon, Blackrock, The Food Network and Microsoft. For more information, visit www.magnetmediafilms.com or follow us on [Twitter](#), [Facebook](#) or [LinkedIn](#).

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