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## Media Ingenuity Appoints Redleaf

Media Ingenuity, a leading online advertising group specialising in financial services intermediation with distinctive skills in digital marketing and technology, today announced that it has appointed Redleaf Communications to handle its corporate PR following a three-way pitch.

Media Ingenuity has experienced spectacular compound annual growth of almost 700% since it was founded in 2006. It is now one of the UK's biggest buyers of online display media and possibly the biggest within the financial services sector, generating more than one million visits to its sites per month.

Media Ingenuity's business is to connect the UK's largest financial services companies with the high volumes of customers they want and to give consumers online tools to find the right financial products. Its businesses include lead and application generation for credit cards, loans, mortgages, life insurance, health insurance, debt management, banking, and savings and energy and telephony switching.

Redleaf will work with Media Ingenuity to build its corporate profile and show how the Company has managed to achieve significant scale, impact, and profit, and reach a mass audience in an incredibly short period of time, and in incredibly adverse economic conditions.

### **Commenting on Redleaf's appointment, Adam Quint, Managing Director of Media Ingenuity, said:**

*"Media Ingenuity is able to generate competitive advantage through viewing online as a science as well as an art – creativity is at the core of what we do, but so is analysis, and that is what gives us an edge over other marketing businesses. In choosing a communications agency, we needed to be sure that they, like us, would also be able to deliver measurable results."*

### **Media Enquiries & Publication Photographs:**

Emma Kane / Rebecca Sanders-Hewett  
Redleaf Communications

020 7566 6700

### **Notes to Editors:**

- Media Ingenuity was founded by Jonathan Hassid and Will Becker in 2006. Both had proven track records in the media and online marketing sectors at organisations such as the BBC and Advertising.com.
- Rather than establishing a marketing agency and providing media buying or consultancy services, they decided to generate the business leads themselves and sell the results to financial service product providers.
- Today the business is run day-to-day by Adam Quint, who joined from McKinsey & Company.
- Further Information on Media Ingenuity is available via its website: [www.mediaingenuity.com](http://www.mediaingenuity.com)