

## CRISP MEDIA AND SMART DEVICE MEDIA COMBINE



Crisp Media and Smart Device Media announced recently that they have combined forces to create a full-service mobile advertising company. Working as a combined company, the name of the new combo will be Crisp Media. The role of CEO for Crisp Media will be Jason Young, who was the co-founder of Smart Device Media and the former CEO of Ziff Davis. The combination of the two companies brings together the best qualities of each company. Crisp Media brings a rich media advertising platform that leads the advertising marketplace and Smart Device Media brings an inventory that is brand safe, premium, and unparalleled. Crisp Media, operating as the combined company, will offer clients product solutions that will enable high quality brand advertising to agencies and publishers. By the year 2013, the mobile advertising market should hit \$4 billion in the United States. This means that advertisers will be ramping up their mobile advertising efforts. "We are seeing the inflection point of major brand marketers starting to embrace mobile platforms as an important part of their marketing mix," said Tim Bjarin, President of Creative Strategies. Crisp Media will be offering its clients HTML5, which has a rich media platform and uses Crisp Engage. Crisp Engage is a self-service mobile ad managing framework. The company will also offer a combined marketplace of Crisp Media and Smart Device Media, which will offer premium mobile advertising inventory to clients. Another benefit to customers will be the ability of the company to execute creative advertising campaigns on a global level. "As our clients look to extend their advertising activities into mobile environments we need partners that can offer turnkey solutions delivering best of breed capabilities in ad formats, ad targeting, and ad measurement," said Michael Collins, CEO of Joule, which is a mobile marketing agency and is a member of the WPP Group, according to [MarketWatch](#). The brand new company of Crisp Media will allow publishers to create compelling advertising that will yield their maximum inventory and provide high levels of reader engagement. "As our audiences interact more frequently with our content brands via mobile based platforms, we are focused on creating the very best advertising solutions for our marketing partners," said Cameron Clayton, EVP Digital, The Weather Channel. "The mobile ad market is at the critical stage where premium brands are starting to play significantly," said newly appointed Crisp Media CEO Young. "Yet because barriers to buy still exist, the premium market demands an integrated set of solutions optimized for its unique needs. Crisp Media will be a catalyst for the industry, by bringing together an unrivaled combination of platform, products, services, and team expertise." The outgoing CEO of Crisp Media, Boris Fridman, will be a board member of the new company. "The combination of these two perfectly complementary businesses fulfills the vision Crisp Media has been working toward. The new Crisp Media will be an even stronger partner for the brands, publishers, and agencies we serve today," added Fridman.

<https://blog.granted.com/>