Who we are
Allied Media Corp. is a leader in multicultural communications.

Why us?
Besides our expertise in tapping both mainstream and niche markets, we provide our clients with effective and timely services.

What we do
Whether it is recruitment, public relations or public awareness, Allied Media defines markets and develops strategies that effectively reach your audiences. We imagine, design and deliver multimedia materials and analyze campaign performance.

Our Services
- Media Consulting, Planning & Placement
- Public Relations & Outreach
- Creative, Video, Multimedia and Print Production
- Direct Marketing
- Print Distribution
- Diversity Recruiting

www.allied-media.com
Media Planning, Consulting & Placement
Allied Media plans and executes campaigns on local, national & international levels. We can narrow cast multicultural campaigns based on particular needs, or expand them to reach as big of an audience as needed. We negotiate and buy multicultural media placement at the lowest available costs, with the best possible placement. We track and analyze results so to optimize on campaign activities and enhance Return On Investment. We have established strong relationships with media, as a result, we get the lowest cost placement and leverage premium positioning within advertising spaces.

Public Relations
Allied Media understands ethnic communities. We package our client’s message according to cultural context and sensitivities of the targeted community audiences and display it at community events, include it in community organizations newsletters, send it as a press release to community media etc. Our relationship with ethnic organizations helps our clients run effective PR campaigns at the appropriate time and place. We integrate clients campaigns with yearly community events, religious events, national holidays, ethnic holidays, conventions, annual meetings and other community gatherings.

Direct Marketing
• Media Distribution
Allied Media distributes and displays client’s literatures and materials in hundreds of community gathering locations around the country. Billboards, posters, banners or flyers can target the relevant populations and desired demographic groups. This type of advertising provides a powerful targeted local exposure at relevant community gathering places nationwide.

• Direct Mail
Our ethnic direct market database is the largest and most accurate in the country. It includes e-mails and postal mailing lists that are carefully compiled from subscribers, responders, census track data, and the application of a proprietary “ethnic encoding system” to a nationwide household database. This data is then appended with additional information from the main national credit agencies to determine age, income and net worth.

Diversity Consulting
Our experience and knowledge of ethnic cultures is critical in helping our clients plan and execute relevant and effective diversity recruiting campaigns that produce a diversified and educated workforce. Our diversity sourcing strategies include Networking and Direct Recruitment, Campus Recruiting, Diversity Job Fairs, Media Advertising, Internet Posting & Internet Mining. By adding diversity to our clients workforce, we add value to their business.

Creative & Production
• Creative Concept
Allied Media creative team’s expertise and market knowledge insure production of a visually appealing and culturally relevant message to the audience. Allied Media’s team concepts are not only applicable to traditional advertising but can expand to the new advertising technologies available on the market.

• Production & Design
Allied Media’s capabilities include but are not limited to studio facilities, ethnic talent directory, production equipment, and most importantly, a creative team that converts the concepts and ideas to powerful deliverables for any medium needed. Allied Media’s creative team has decades of combined experience in Graphic Design, Multimedia Production, Visual Media Production and Internet development.
The U.S. Army wanted to launch a recruitment campaign targeting ethnic markets. However, there were many political issues associated with the recruitment as well as cultural barriers that prevented the client from efficiently communicating with the audience. Given the size of the campaign and our expertise in ethnic markets trends and culture, we provided the client media planning and consulting to improve the content of the message and to find the right media tools to reach the target audience. The plan included media market research, video creative production, and TV, radio & print ad placement. The campaign was successful since the client was able to increase the number of applicants by 44%.

Public Relations

U.S. Treasury Department wanted to educate the public about recent changes to money transfer/ money laundering laws. Since these regulations were to be addressed to people who send money overseas, the client found it difficult to transmit the message to different ethnic markets. Allied Media conducted a market research on the top ten ethnic markets; we implemented a public relations campaign targeting print media, radio and television broadcasters. We developed the script, the storyboard, the narrative, voice-over recording in several languages and produced a comprehensive media plan. We placed the creative in different media outlets for a national coverage. In addition, we were able to generate interest within the ethnic media. Articles were written in various publications and interviews with the client’s spokespeople were produced at different broadcast outlets. The campaign enhanced the client’s image within ethnic communities and provided ample press coverage for the campaign.

Awareness & Outreach

The client, a large public institution, wanted to educate the public on specific social, political, anti-violence and anti-extremism issues. Since this subject was a sensitive and a politically charged issue, the client had to choose the proper words, the appropriate language, and a suitable content to be used in a proper context. The risk of the campaign backfiring was high... Allied Media worked on a creative media plan that communicated the client’s message in an effective manner. The message had to convey the client ideas in a culturally sensitive manner using the right visuals and text. We designed posters, pamphlets, stickers, comic books and illustrated books. We produced the items and distributed them for the intended audiences. We also conceived and developed layered interactive educational games to reinforce the same message. We have also developed cartoon series and animation segments that complement the interactive educational game and enhanced the client’s message. The response of the audience was positive and the campaign’s message was transmitted and was understood.

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Allied Media Corp.
In The News

Wall Street Journal Profile on Allied Media Corp.

Ad Man Offers Access to Ethnic Media

"...Allied Media’s role is that of an independent middleman, one that links advertisers to the media, in the U.S. or abroad. What it offers is one-stop shopping for commercial time on some of the most prominent networks catering to a niche market..."

The Wall Street Journal

CNN Interview

"...Obstacles for companies in the U.S. is increasing that is why some are turning to Allied Media Corp.; a Marketing firm that aids companies that wish to advertise in the Middle East and create partnerships..."

CNN

Entrepreneur Magazine

"...If the Mix of your marketing efforts does not already include ethnic media, now, it is time to start..."

"...For help, Allied Media Corp. ... represents networks of African-American and Hispanic media..."

Entrepreneur Magazine

FOX News Radio

"...M. Saout of Allied Media Corp. said that ethnic media should be part of both government and corporation communication campaigns"

FOX News Radio

National Public Radio

«...Allied Media Corp. is an expert on multicultural and ethnic marketing and advertising...»

National Public Radio