

Frequently Asked Questions

You have questions about trade. We have some answers.

Can a media transaction still be beneficial if we have already “written down” specific asset losses?

Absolutely. Properly-structured trade transactions are not an accounting elixir. Specific assets to be included in the transaction should always be written down to Fair Market Value. Without a trade solution, the write-off would be unrecoverable. With a trade solution, a program will be put in place that will enable the full recovery of the otherwise unrecoverable loss.

How does Evergreen Trading own media at a lower cost?

We are a principal investor with media vendors which differs from our client’s traditional agency business model. Your advertising agency is an agent (a broker) on your behalf and as such places your media expenditures in the market for cash. As a principal investor in the media markets, we commit our resources and capital to these media outlets in anticipation of our client’s purchases. In consideration for our investment, we receive payment in the form of media futures at a greater value than our initial investment. This investing activity allows us to maintain a cost basis that is lower than the largest non-trade media buying companies.

There is no compromise to the quality of the media for the same reason that the investments we make for the media vendors are uncompromised and completely in line with their expectations.

Will using trade upset my relationship with my existing media agency?

As media trade specialists, we are not looking to disrupt the role of your AOR. In fact, your AOR is a critical and necessary partner to verify our media deliverables. They provide insight, direction and the media specifications to which Evergreen Trading must adhere and execute while overlaying our trade model. Also important is our process of purchasing media on a net rate basis—this enables your agency’s fee structure to remain in tact.

With that said, as the new partner in the equation, it is not lost on us that there is work that needs to be done in order for Evergreen to earn and build trust with your agency. We work on building trust every day with all our agency partners (14 in total, including Holding Company agencies) as our end goal is to provide the ultimate value to our clients.

How will quality, placement, program selection, and GRP guarantees be maintained?

We steward all media disciplines differently. We secure quality placement and programs when we go to order, but then monitor those specific placements and program selections while the campaign is running. GRP guarantees will be provided based upon the buying guidelines provided by you and/or your agency. Specifically for broadcast/cable (both national and local), our respective team will monitor daily performance via KeepingTrac and/or BVS to ensure that all delivery metrics are being met or exceeded.