

#MOREFROMMEDIA

Brand Media Partner Kit

 reGEN impact media

"We're flipping the advertising industry on its head. It's ripe for change, and we want you to play a leading role."

— Charlene SanJenko, Impact Producer, Indigenous Storyteller, and Media Visionary



"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

— John Wanamaker, Advertising Pioneer

What are the keys needed to unlock dormant potential in the advertising industry? reGEN impact media is pioneering innovation in this space.

Alongside our circle of advisors, dedicated agency partners, and a growing constellation of creatives, we are exploring the intersection of human performance, behavioural change, fanbase energy and engagement, and media-tech inclusive innovation.

We're excited to meet you here at the starting gate, our impact mobilization campaign called #MoreFromMedia where we invite you to play a leading role.

KEEP READING AND JOIN OUR CAMPAIGN!



Since the beginning of time, stories have shaped our culture. They've helped us understand the world in which we live, how we relate to ourselves and each other, and how to thrive on this planet. As marketers, communicators, brand strategists, and agency professionals, we're being called to elevate our best practices to a higher level with a new approach. Our industry is ripe for change. Now is the time.

Our circle of advisors includes behavioural scientists, transpersonal psychologists, and neuroscience researchers. What we see across our screens influences our moods, behaviors, and decisions daily, and we're deeply committed to proactively bring more media with vision to life.

Together, with a team of industry-leading agency partners, we're reimagining possibility with media-technology engagement solutions featuring customized built-in consumer feedback loops to elevate how we advertise.

We're flipping an industry that's ripe for change on it's head and inviting you to join us.

Impact marketing will follow in the footsteps of impact investing in this decade.

As an Indigenous storyteller and impact producer, I believe that the impact of a story is its spirit, the very reason a creative spark was ignited for a specific purpose at a specific time in the first place.

**HOW WE ADVERTISE
IS RIPE FOR CHANGE.
NOW IS THE TIME.**

-- Charlene SanJenko

#MoreFromMedia campaign details

At reGEN impact media, our mission is simple: **We ensure more media-with-vision is made and reaches those who need it most.**

Beyond corporate social responsibility, brand storytelling, cause marketing, and charitable partnerships lies the opportunity for brands to play an allyship role and support a societal narrative shift needed now for a better future. Our audiences deserve more from the media they consume – and we're pleased to launch our inaugural mobilization campaign to demonstrate what's possible. Here's the overview:

Impact Vision: As a campaign partner, we work with your team to set a cohesive vision.

Measuring What Matters: We match your priorities to measurable metrics.

Relational Research: We listen to understand the consumer-loyalty questions you need answered.

Activate Possibility: We create a circular campaign to activate our partnership.

Curated Opportunities: We match your support with the transformative stories to amplify a new - more regenerative - narrative of hope, possibility, and vision. Together, we demonstrate more of what's possible.

Visit our [#MoreFromMedia landing page here.](#)



#MOREFROMMEDIA

reGEN Portfolio 1 and Brand Partner Levels

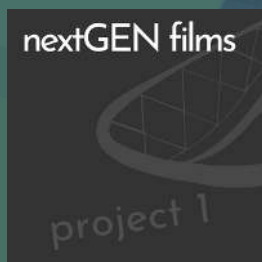
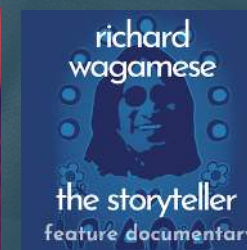
Our brand media partners walk with us through a 5-step process, including impact visioning, strategic circular-campaign participation with customized and incentivized feedback loops, multi-level brand integration, and first-in-market industry positioning, engagement, and storytelling.

Presenting Brand Partner Opportunity, 2024-2025: \$150,000

Additional Brand Partner Packages, 2024-2025: \$25,000 - \$75,000

When you participate in the #MoreFromMedia campaign, you are co-sponsoring an awareness-raising, educational opportunity for female consumers 25-54 who prioritize their families, well-being, a brighter future, and progressive brands. They are conscious, motivated, and influential within their personal and professional circles.

Meet our first portfolio of regenerative media projects. Throughout our 2024-2025 season, we will amplify this portfolio of diverse projects and take key next steps to bring them to life with your partnership support.



Visit our [#MoreFromMedia landing page here.](#)