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Mercury Media Adds Senior Executive to Short Form Division

Agency Names Angela Daisy as Vice President of Strategy and Client Development

(Philadelphia, PA) *February 14, 2011* – Mercury Media, the largest privately-owned, full service direct response media agency in the country, today announced the addition of Angela Daisy to its short form division. As Vice President of Strategy and Client Development, Daisy will be responsible for growing Mercury Media’s short form client base, and optimizing existing clients’ short form DRTV campaigns.

“Angela’s extensive agency and client-side experience will further strengthen our ability to provide sound strategic direction to our clients’ short form campaigns, netting a positive impact in building their DRTV business, said Maria Eden, Senior Vice President of Mercury Media. “Additionally, Angela’s experience with online and offline media will further enhance our capability to provide integrated analysis, campaign optimization and marketing insights.”

Prior to joining Mercury Media, Daisy was the Director of Offline Marketing at Ascentive Software, located in Philadelphia, PA. During her time with Ascentive, she directed both online and offline marketing campaigns in the United States, as well as in Europe and the Pacific Rim. She has extensive management experience and expertise developing and executing marketing strategy across television, radio and the web. Past positions also include Account Director and Account Executive at TPG Direct (Omnicom), where she focused on insurance and financial services clients. Daisy received her Bachelor of Arts in Communication Sciences from Bloomsburg University of Pennsylvania.

“Having worked both on the agency and client side, I understand firsthand the challenges our clients face when it comes to planning for growth. This unique perspective will enable me to develop strategies with our clients to build their businesses,” said Daisy. “I look forward to using my expertise to broaden Mercury Media’s short form offerings across new media channels and industry segments.”

Daisy will operate out of Mercury Media’s Philadelphia office.

About Mercury Media

Mercury Media is the largest privately-owned, full service direct response media agency in the country, headquartered in Santa Monica, California with offices in Marlboro, Massachusetts and Philadelphia, Pennsylvania. The agency launched the first full service Hispanic direct response specialty practice, Mercury en Español, in 2009. Established in 1989, Mercury Media specializes in long form, and short form direct response advertising and is committed to providing its clients with best-in-class measured media solutions across multiple platforms to achieve their strategic objectives and maximize their return on investment. By leveraging its unparalleled experience in direct response media and cutting edge analytics, the agency develops and executes innovative media campaigns that deliver superior results. For additional information regarding Mercury Media’s clients, services and expertise please visit: www.mercurymedia.com For original articles, please visit The Mercury Index Blog at www.mercurymedia.wordpress.com. Follow us on Twitter: www.twitter.com/mercurymediadr.

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