



About us

TCS Media North - based in Wilmslow near Manchester - was established in 1982 as part of the London based TCS Media Group trading since 1974.

We are a dedicated team of media professionals offering market research and analysis, media planning and buying facilities through to campaign management for all your company's media needs.

Our philosophy

We firmly believe that all of our clients should receive a high level of service allied to extremely efficient buying power. Media planning and buying is all too often seen as a commodity these days - all about getting the best price. Here at TCS North we believe a successful campaign is not just about getting the best price but looking for the best price and the best creative solution. We have the experience and the drive to make your campaign work harder combined with the expertise to analyse the results for and with you.

As a TCS North client your account director will be an experienced, professional media director with expertise directly relevant to your particular market - not a junior working in isolation and carrying messages for someone else!

TCS Media North has considerable experience and expertise in most sectors. In fact there are very few areas of the advertising business that we have not been involved in over the years! Our experience spans financial, travel, FMCG, building and construction, retailing and more recently, online advertising.

Our vast experience of direct response advertising enables us to help you deliver your campaign in the most cost efficient manner possible. We are able to advise and predict response levels and we are familiar with the pressure to deliver results on time and to plan.

We work with clients and creative partners in all areas of the UK and will work alongside your creative agency or design shop to ensure the successful implementation of a cost effective media solution combined with the best creative talent.

Services

TCS Media North offer a complete service - from research, analyses and planning through to campaign management. We have extensive knowledge of all types of advertising media including:

- Television
- National Press
- Regional Press
- Outdoor
- Transport
- Cinema
- Radio
- Door To Door Distributions
- Loose Inserts
- Business To Business
- Consumer Magazines
- Ambient Media
- Online Media
- Direct Mail

We currently employ ten experienced media professionals who work as a team to provide a complete proactive media planning facility. Our experience in all aspects of the industry ensures that your message is delivered efficiently and economically with the maximum possible impact. Our powerful group buying structure will always out perform a single buying agency to provide the best medium at the right price for your advertising project. (In fact over 75% of all media is now handled by independents)

We work directly with the client and with agency and design teams to harness the best creative and media talent available. Our track record speaks for itself - our clients include The Co-operative Bank, Keypoint Endowment Claims, Meyer Prestige Cookware, Costcutter Supermarkets, Ufindus.co.uk, David Mclean Homes, Elite Homes, Siemens and Housing Units to name but a few.

It's all too easy to treat your media planning as secondary to your creative message, at TCS North we know just how just how much the success of your campaign depends upon accurate research and sound planning.

Our research department work closely with our planners and buyers to provide all UK media and market data relevant to your advertising project this ensures maximum exposure to the right audience at the right time.

Remember, it's your media budget - use it wisely - contact TCS Media North the media professionals and get it right.

Clients

Our clients include companies and businesses from all walks of industry and commerce including:

- The Co-operative Bank
- Costcutter
- Keypoint Endowment Claims
- David Mclean Homes
- Meyer Prestige Group Limited
- Marks&Spencer Money
- Elite Homes
- Housing Units
- Bloor Homes
- Cheshire Building Society
- Ufindus.co.uk
- Siemens
- Lafarge PLC
- Palletower
- Mira Showers
- Swinton Group

Billings

TCS Media North are part of the TCS Media Group with media billings in excess of £80 million.

TCS Media North effects buying decisions affecting the placement of over £20,000,000 worth of media placing us in a strong position to negotiate the very best prices for television, press, radio, posters and ambient media campaigns.

- Television billings Approx: £ 8,000,000.
- National, Regional & Local Press circa: £ 7,000,000.
- Consumer Magazine advertising across mass market and specialist titles circa: £2,500,000.
- Domestic & European Business to Business Campaigns represent over 8% of our sales.
- Over £1,500,000 in Cinema Outdoor & Commercial Radio.
- New media and internet services along with 'Ambient Media' bring in a further £1,500,000 of billing.

Research Facilities

We have invested heavily in both state-of-the-art computer-based and traditional research systems; and will continue to do so.

Our research team has instant access to all current market and media information to ensure that our clients maintain their edge in a constantly and rapidly evolving media marketplace.

Our computer-based facilities include:

AGB - Television audience research, competitive monitor coverage & frequency/top programmes vs 60 audiences.

MMS/Addynamix - Competitive Press/TV/Radio/Outdoor/Direct Mail/Internet competitive expenditure analysis including creative treatments!

TGI - The largest consumer survey in the U.K. (Published and PC based systems)

Brad Intelligencia - Media Database (All media)

Adserve - Booking/scheduling/invoicing system (can handle up to 3,600 campaign variables)

Other Facilities include:

NRS - National Readership Survey (6 & 12 month press readership data)

MINTEL - Specific markets report provide detailed backgrounds including key players, sales volumes etc.

BMRC - Businessman's readership survey - essential in business to business planning.

Contact us

For further information on how we can help your business find the right media solution contact:

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