

Seamless

Media Campaign



2025

Opportunity

Advertising automation platform Basis sought to increase awareness and highlight its benefits to larger agencies and brands that spend millions of dollars yearly in digital ads.

Although Basis is a top provider in its category, it was difficult to differentiate from all the ad tech companies in the industry that sounded similar in their marketing and positioning.

Basis believed that to engage prospects and customers more effectively, it needed a brand-building approach that was visually striking and memorable -- going beyond the typical B2B campaign by entertaining first and then informing.

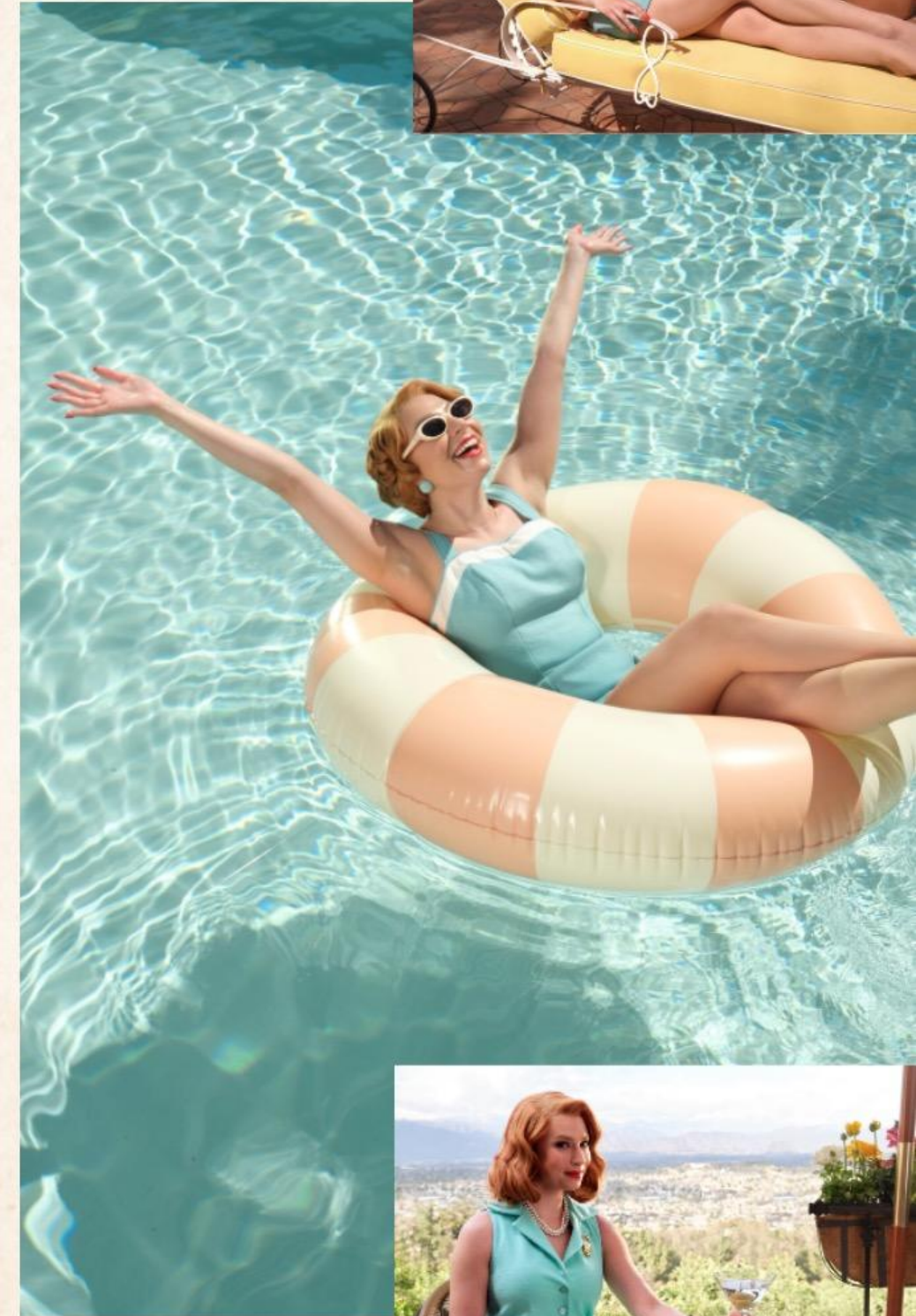


Strategy

Basis' thesis is that creative storytelling + advertising precision and automation can build brands and influence B2B sales. Basis' technology helps its clients target the right customer at the right time on the right channel. Yet, it understands that the creative needs to be compelling to engage a customer. It put this thesis to the test through Basis' 2025 'Seamless' campaign to find marketing leaders and build an emotional connection with them.

Campaign Objectives

- Engage agency decision-makers and influencers with messaging that taps into the aspirational glamour of the advertising industry.
- Build high visibility at major tentpole industry conferences.
- Differentiate the Basis brand by reaching ideal customers higher in the funnel through targeted placements and elevated creative.



The Creative

Basis' commercial was the campaign lead and centerpiece. Set in a 1960s-inspired ad agency, the video ad brings awareness to the challenges agencies face. The campaign conveys that Basis brings automation, connectivity, and clarity to ad tech, making it easier to step away without losing control.

Working with our creative agency, Bottle Rocket Media, the project involved meticulous planning and execution, covering multi-day shoots in Chicago and LA for both video production and photography. This resulted in a comprehensive library of assets for the campaign to use throughout 2025.

The campaign is an evolution of Basis' Webby Award Nominated 2024 campaign "The New Golden Age of Advertising."





Activation

Basis drinks its own champagne. Appropriately, all the digital media was managed and activated through Basis' advertising automation platform with its own in-house media team.



Various visual elements of Basis' campaign creative foundation were applied to its marketing channels and tactics (media, email, paid social, gifting).

The creative assets supported an always-on [campaign](#) throughout 2025 that leveraged video and display ads targeting ideal clients on all digital devices.



Seamless' activation leaned in on major investments in Possible Miami and Cannes Lions. There, it set up Basis Oasis, a 'travelling' lounge experience customized for the unique settings of the two conferences, providing event attendees with a stylish retreat, reinforcing the glamour of advertising and promoting Basis' solutions. To amplify this presence, Basis utilized hyper-local paid media across digital, out-of-home, and mobile channels to create surround sound with attendees.

Always On

2025 Campaign



B2B
Audience
Targeting



Digital-Out-
of-Home



Seamless
Commercial

LinkedIn
Direct
Buy



Landing
Pages

Events
2025 Campaign

Taking Seamless to
the advertising industry.



2025 *Impact*

BRANDING DRIVES BUSINESS -- THE NUMBERS DON'T LIE.

\$40+ million

in advertising spend through Basis
by marketing-attributed customers –
equating to 67% YoY marketing-
attributed revenue increase

90% of targeted accounts

engaged with Basis via ad clicks,
website visits, keyword searches,
meetings, etc. – increase from 80% in
2024

20% YoY increase

in number of new accounts
(with tens of millions of dollars in
potential value)

13% YoY dollar value

increase per new customer
deals generated by marketing

4x higher avg. revenue

per new 'ideal' client (large
spenders) over average revenue
from all other new clients

APRIL 2025

Seamless

Commercial

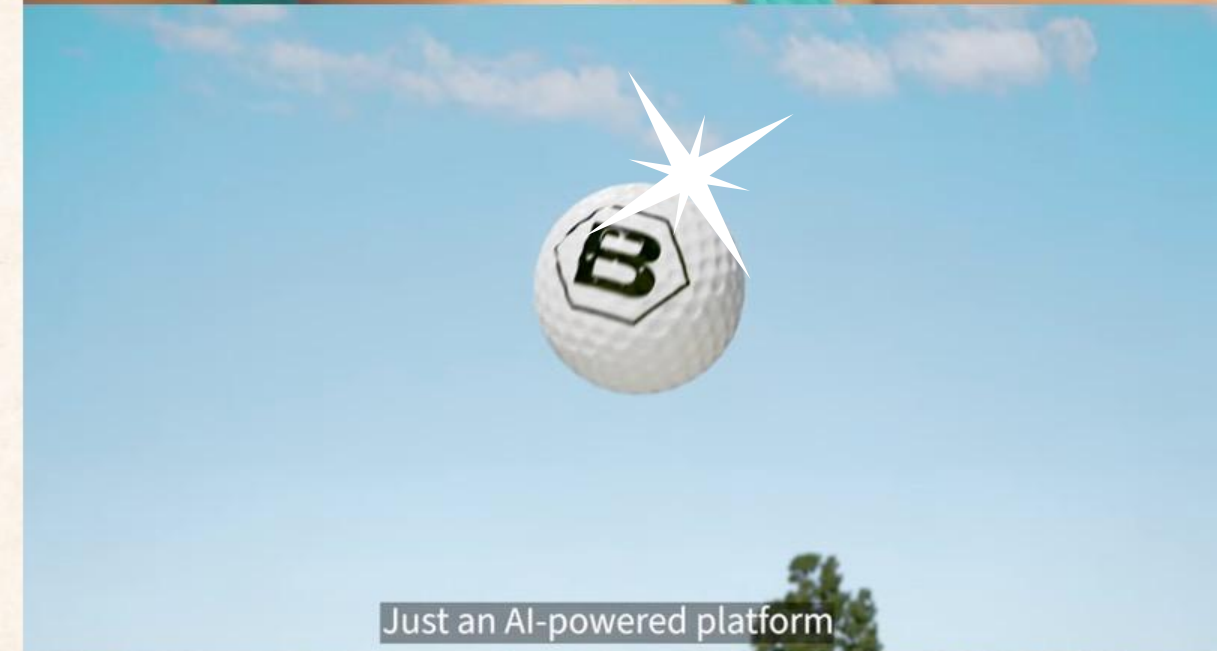
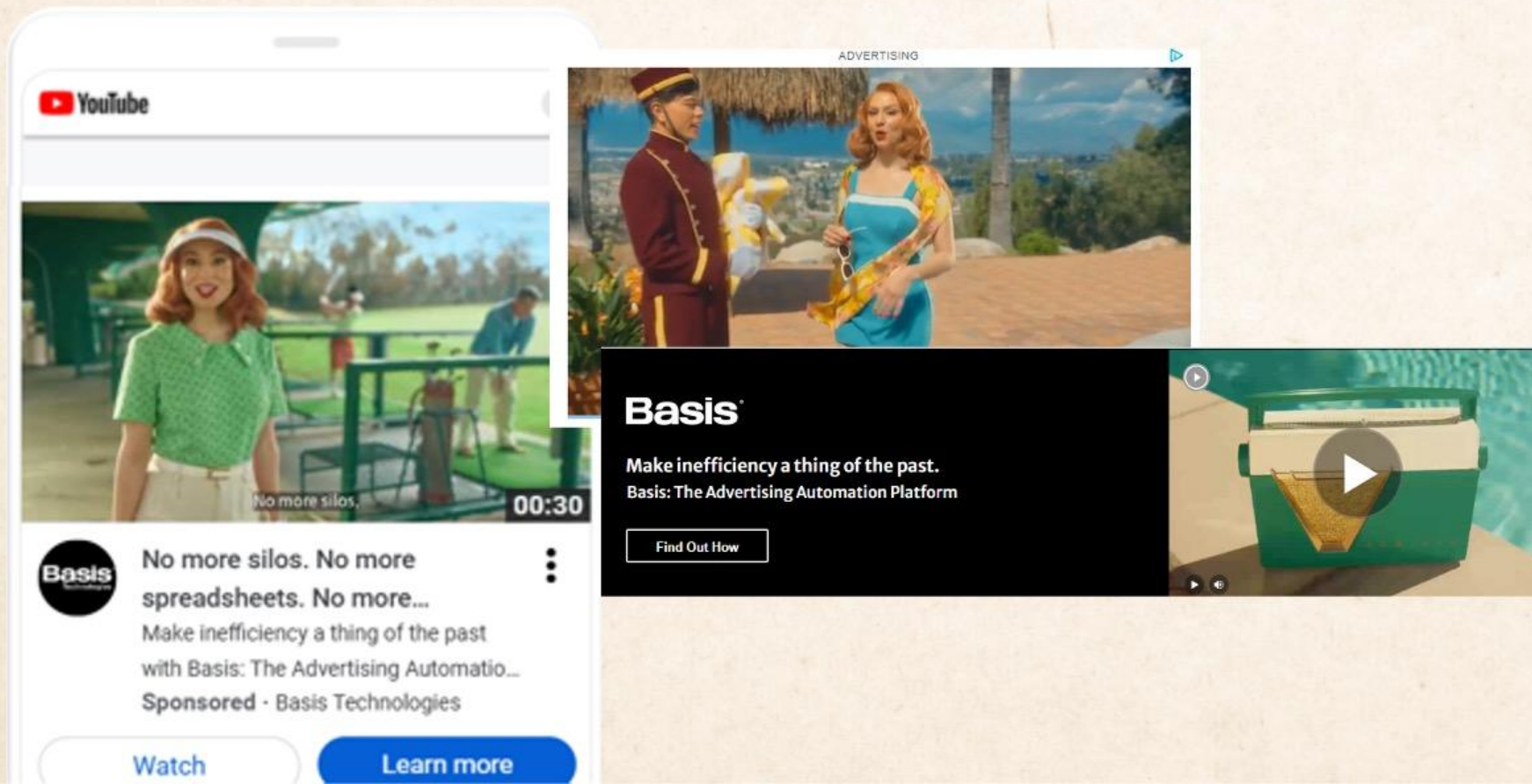


APRIL 2025 *Always On* 2025 Campaign

Video Ad

‘SEAMLESS’ COMMERCIAL

- ‘[Seamless](#)’ follows the fictional agency CEO on a day of leisure. She can savor and seize her day thanks to Basis.



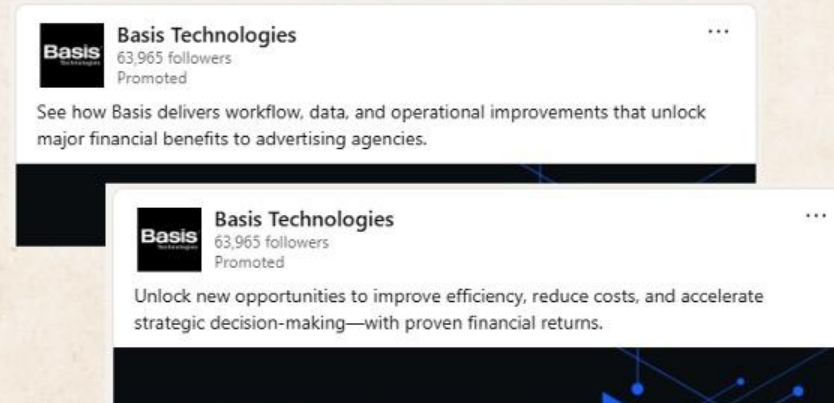
B2B Audience Targeting

Awareness/Consideration Campaign + Video Campaign



LinkedIn Direct Buys

Awareness/Consideration Campaign



APRIL 2025 Always On 2025 Campaign

B2B Targeting Impact



Basis

APRIL 2025 *Always On* 2025 Campaign

Landing Pages

Basis
Technologies

Say Hello to Better Advertising

Explore Basis

Say Hello to Efficiency

Weighed down by complexity, siloes, and tedious work? It's better with Basis. It unites teams, integrates disparate systems and tools, automates workflows, reconciles billing, and streamlines campaigns from end-to-end. No more silos. No more spreadsheets. No more headaches.



43%
Reduction
Time Spent
on Media
Operations

48%
Return
on
Investment



Rising costs
agencies see
It's better
greater effici
but our
improv
billing
human
simplifying
do more
work) in less t

Basis
Technologies

Unlocking Success

*Crowley Webb relies on Basis to
drive innovation and growth.*

When a leading agency was seeking greater efficiency to drive profit, it turned to Basis. See how in this case study.

Download Case Study



CW

The Agency

Crowley Webb, a full-service advertising agency based in New York, provides its industry-spanning array of clients a comprehensive suite of services. The agency services organizations from a diverse array of industries—including healthcare, financial services, consumer products, and more—and prides itself on its data-driven approach, collaborative spirit, and unwavering commitment to generating measurable results that help brands thrive.

The Challenge

Facing increased competition, **Crowley Webb** sought an adtech partner to help them grow more efficient—and more profitable—in the fast-paced digital landscape.

The Results

Crowley Webb achieved significant results by partnering with Basis. By partnering with Basis, they have been able to:

- Consolidate its technology stack to improve operational efficiency
- Increase cross-departmental collaboration and performance
- Improve client relationships and positioning the agency as a progressive leader

The Basis Difference

Strategic



Exploring the pivotal issues influencing advertising agencies

Between rising complexity, intense competition, and a fluctuating economy, working in advertising is growing increasingly difficult. Our **2025 Advertising Agency Report**, based on our annual survey of nearly 200 advertising agency professionals, uncovers updated learnings about key topics, including:

Client Relationships • Employee Churn • Agency Challenges
Brand Safety Risks • Optimism for the Future

Download Now



Basis
Technologies



AdAge



By **Garrett Sloane** April 22, 2025 08:00 AM

Amazon has been marketing Amazon Ads in a campaign called “Ads That Work as Hard as You Do.” Meanwhile, independent DSP Basis Technologies launched a new campaign last week called “Seamless.” These B2B ad platform efforts, including from The Trade Desk, Amazon and **Basis, are ramping up on creativity, focused on brand-building as much as direct-response goals typical of corporate marketing.**

Basis’ latest ads, which were timed to the platform’s presence at next week’s Possible media conference in Miami, include online video, display and out of home. The commercials have a nostalgic feel with a 1960s aesthetic, and agency CEO Eleanor is the main character. Eleanor is seen relaxing in the pool and golfing, unfazed by any potential ad crises.

“It’s really the first time I would say that we started to invest pretty significantly in the creative,” said Katie McAdams, Basis Technologies’ chief marketing officer. “From my perspective, just looking at a lot of the B2B advertising across the ad tech space, it’s pretty formulaic.”

The Basis campaign, done with digital agency Bottle Rocket, is clearly targeted at agencies with the main character hailing from that part of the industry.

“Basis works with agencies and brands,” McAdams said, adding that “when you look at all of the automation components of our platform, a lot of those are built to really help drive efficiency for agencies ... so that’s really the messaging.”

Basis[®] *Oasis*

at

po
possible

APRIL 2025

The
Platform
you've been
waiting for
has
arrived.



Heading to **po** possible ?

Escape to the
Basis Oasis

April 29-30
Fontainebleau Miami



Social

Basis
Technologies

Visit the
Basis Oasis
at **po** possible

26 : 17 : 57 : 28
days hours minutes seconds

APRIL 29-30, 2025
Bleau Bar | Fontainebleau

Event Details
⌵



Escape to the Basis Oasis

We're pleased to welcome you to the coolest spot in Miami Beach: the Basis Oasis. It's your getaway from the chaos where you can kick back, enjoy a drink, and connect with like-minded professionals about the future of our industry.

Let's Connect

Basis®

The Platform
you've been
waiting for
has
arrived.



Your key to
**Advertising
Efficiency.**



You need to know
Basis®
The Advertising
Automation Platform

See you
at the
**Basis®
Oasis**



Tuesday &
Wednesday
11am-5pm
at the 'Bleau' Bar.

Escape
the chaos.
Rethink what's possible.

Visit
**Basis®
Oasis**

Tuesday &
Wednesday
11am-5pm
at the 'Bleau' Bar.



Basis®

The Advertising
Automation Platform

The platform
you've been
waiting for
has arrived.

Welcome
to the
Basis®
Oasis

Campaign
chaos?

Siloed
systems?

Data in
disarray?

You need to know
Basis®

Basis®

The Advertising
Automation
Platform

You need to know
Basis®

One platform.
*All your
digital
advertising.*



Advertising
automation



Advertising
automation
has Arrived.



You need to know
Basis



Basis
The Advertising
Automation Platform



Basis
The Advertising
Automation Platform



basis.com/possible25



Advertising
automation
*has
arrived.*



You need to know
Basis



Basis
The Advertising
Automation Platform



basis.com/possible25



Multi-channel promotion and communications

Pre-Event Email



Pre-Event Email



Post-Event Email



Dear Charlie,

Thank you so much for visiting the Basis Oasis at POSSIBLE! We hope you enjoyed the event as much as we did and that you were able to make some meaningful connections. If you'd like to follow up on any industry topics or continue any conversations, please let us know.

In the meantime, we invite you to [learn more](#) about our advertising automation platform and explore how Basis can unify, streamline, and connect your agency for greater efficiency, productivity, and profitability.

Bon voyage!

[Explore Basis](#)

Hyperlocal Ad



Social



WHAT'S THE BASIS OASIS?
It's your getaway from the city. For the duration of the three-day event, where you can refresh and refuel, sip and socialize, and (mentally) sail away to the future of our industry.

[Oasis Details](#)

WHO'LL BE THERE?

We're hosting the brightest advertising pros—like yourself—at the Basis Oasis, so you can enjoy sipping drinks and soaking up smart marketing conversation.

[Meet Basis](#)

EXCITED TO REFRESH?
Custom cocktails, comfortable seating, and air-conditioned bliss...the Basis Oasis is the perfect reset during your busy trip to Miami.

[Oasis Details](#)

EXCITED TO NETWORK?

We're with you—literally. Industry pros, Basis leaders and media experts are ready to connect and discuss your biggest advertising challenges.



Discover What's Possible with Basis



Basis Meetings at Basis Oasis





Basis Boutique gifts for guests





Branding Touchpoints



Basis[®] Oasis at **po** possible

ACTIVATION INSIGHTS



\$11 million
in sales opportunities
influenced

1167 visitors
to the
Basis Oasis

107 meetings
scheduled with the
Basis team



2,500
Martini's
Served

campaign

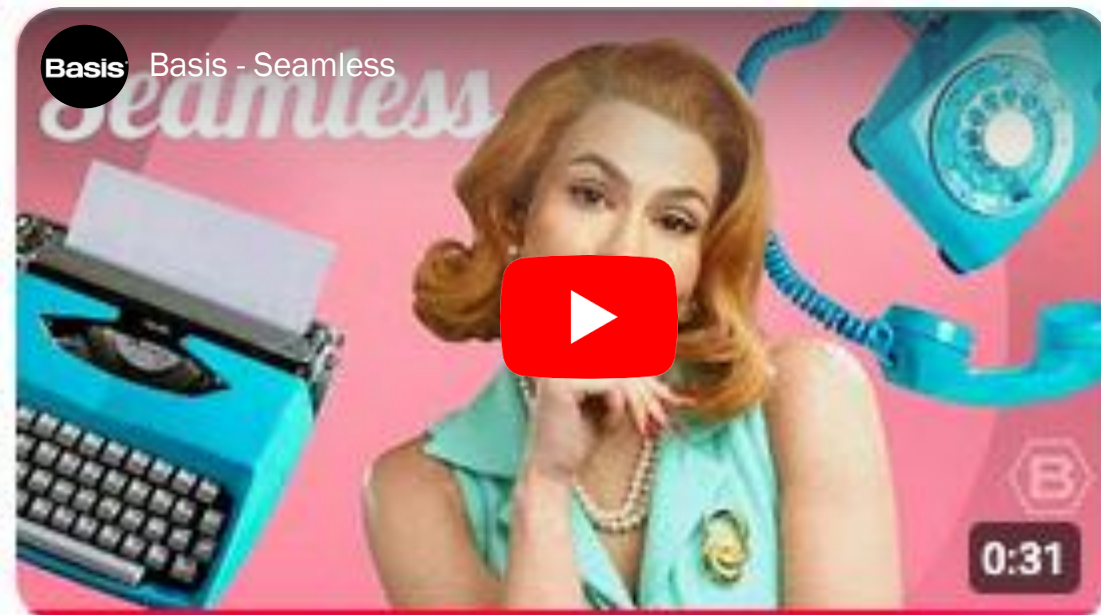
This week's creative roundup answers the question: 'Can a B2B ad be interesting?'

by **Leslie Blount** | May 21 2025

Basis Technologies

And while we're on the subject of B2B companies making occasionally complex subject matter more digestible, the adtech company formerly known as Centro has a followup to its Webby-nominated B2B campaign [Welcome to the Golden Age](#), set in a 1960s Mad Men-era inspired ad agency. Seamless features the Joan-like star enjoying a day at a fictional country club, breaking down the ways industry professionals can simplify their operations so they too can enjoy a day doing whatever they want.

The minute-long spot, created by Bottle Rocket Media, is not only visually striking with its use of vintage imagery and bursts of color, it keeps things simple and winks at the notion of anticipated practices embracing modern technology so professionals can relish the best parts of both worlds.



Basis[®]

at



**CANNES
LIONS**

JUNE 2025

Bon Voyage



JUNE 2025



20
25

20
25

Basis®

The Advertising Automation Platform

basis.com/cannes



Welcome to the 72nd
CANNES LIONS
AWARDS SHOW

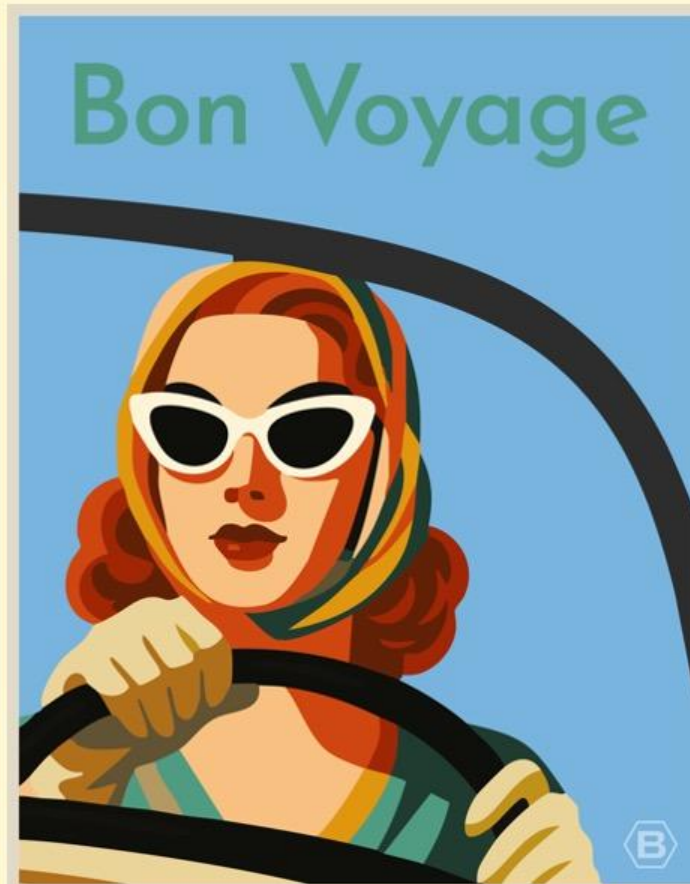
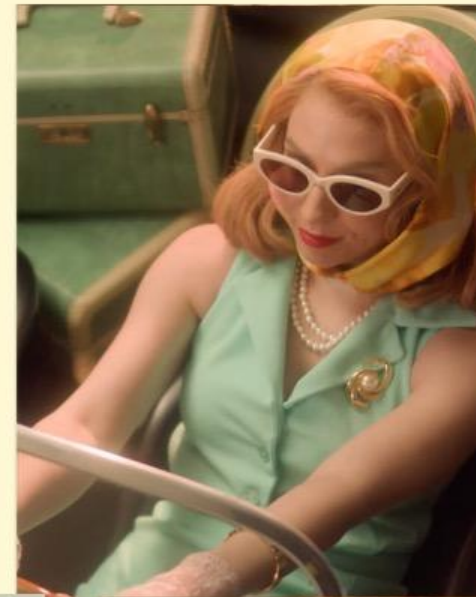
25 YEARS CELEBRATING THE MODEST CONTRIBUTION OF THE
LATINMAGIA







DOOH Croisettes



Postcard



:10 Videos



Basis Oasis Events

Interested in attending one of these exclusive events?
Register now, and we'll reach out with more information.

DAY 1
Monday

DAY 2
Tuesday

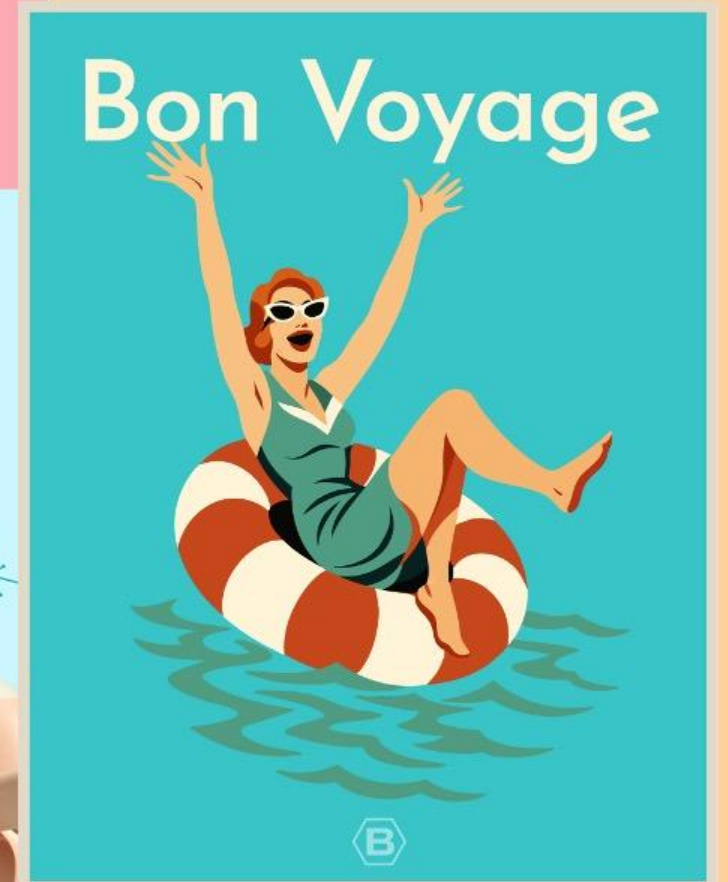
DAY 3
Wednesday

DAY 4
Thursday



Social

Landing Page



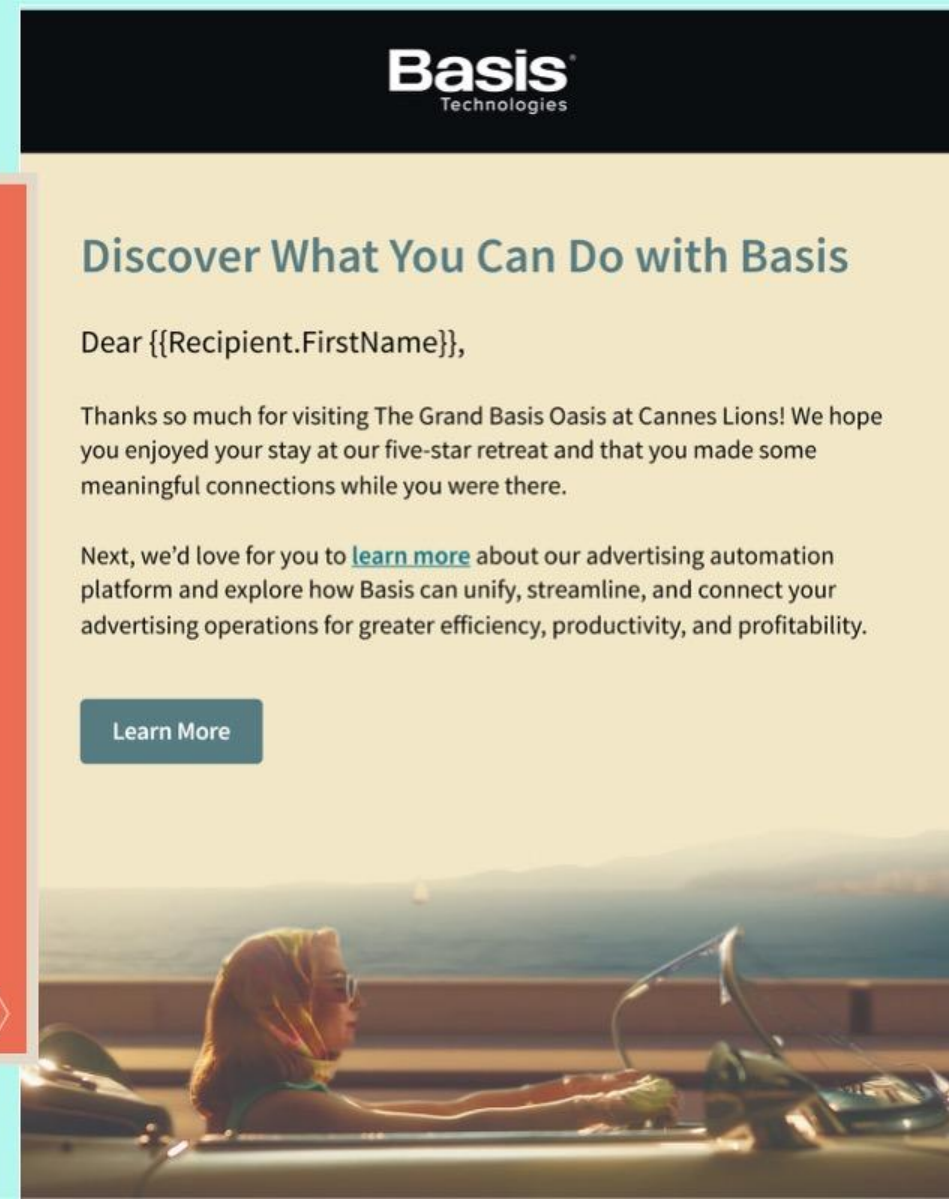
Postcard

Custom landing page that guests could visit to plan their meeting or their visit with Basis.

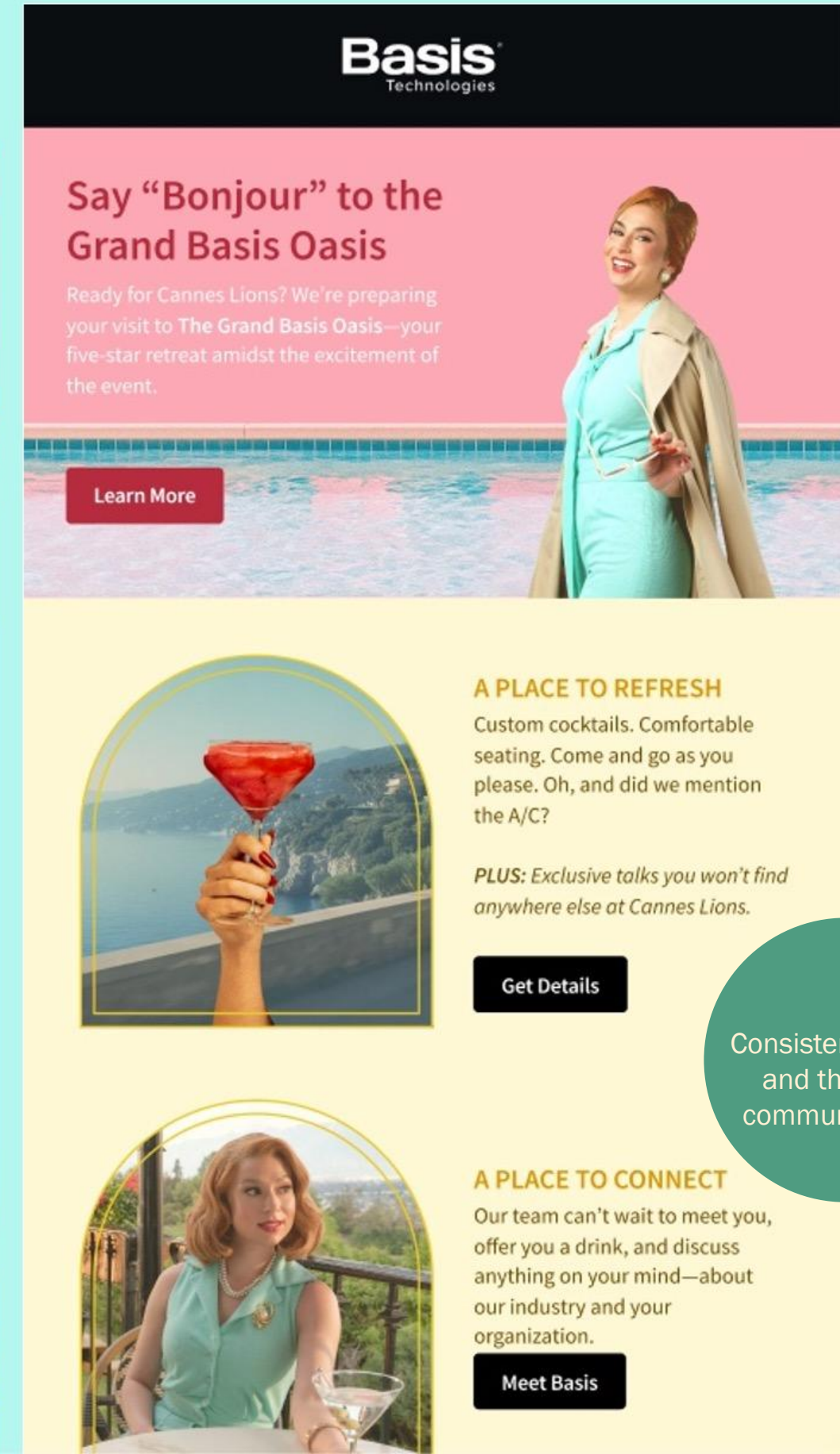
Hyperlocal Ad



Pre-Event Email



Post-Event Email



The Grand
Basis[®]
Oasis

at



**CANNES
LIONS**

JUNE 2025



SPACE ACTIVATION: Custom Space

Basis hosted guests in an apartment that was transformed into a 1960's Hotel to stylistically play off of the **Seamless** commercial.



Custom touches, like key chains and friendly bellhops were all part of the experience.



SPACE ACTIVATION: Room For All

Top features include a custom bar, a stylized balcony overlooking the strip, unique sitting areas, and group hosting spaces for dinners, panel discussions, podcast recordings, and client meetings.

The Grand **Basis** *Oasis*

SPACE ACTIVATION: Campaign Artwork

Visual elements incorporated language and visuals that connected with a BIG SCREEN DOOH ad that played at The Palais.

Seamlessly connecting the commercial to the apartment and the apartment to the new ad that featured at Cannes.



Tune in to
Basis!

Get a handle on your advertising.

More efficiency? That's music to our ears!

Basis is the complete research and decision-making tool for your advertising and media buying. It's the only system that combines the power of a computer with the speed of a typewriter. It's the only system that can do it all. It's the only system that can do it all. It's the only system that can do it all.

Basis

Strategic in Every Swing

Behind every major victory — on the green or in business — stands a leader who knows what it takes.

Glamour job? Baloney!

"Advertising is boring," they said. "It's all dinners with clients and endless conferences." But nobody told me I'd get work with speed, power and efficiency. Papers and folders, printing and filing, that's no way to live! This media planner puts in for a new job, unless there's a new screen change!"

Get Basis—and you'll get rid of spreadsheets, eliminate what, boost profits, and automate manual tasks. Now, you can expedite your tasks and their processes, and they can spend more time where it counts: on strategies and outcomes—and make those client dinners and conferences by the sea!

Basis

THE PERFORMANCE AND EFFICIENCY LEADER IN ADVERTISING—BASIS

SAVE TIME, SAVE MONEY

Basis gives you...

- A top-notch platform that makes campaigns a breeze.
- Resources to boost your strategy, planning, and performance.
- 30 hours in time back per campaign—that's 6.5 workdays extra!

Tired of what you're doing? Keep you can't. The quality of your work from the basis of your business. AUTOMATICALLY.

Thank you for visiting

The Grand Basis Oasis

Fore Cannes, There's Only One Oasis.

The Grand Basis Oasis

basis.com/the-grand-basis-oasis

You are looking at the advertising world's most remarkable business machine. Basis. It solves the advertising industry's biggest problems with the world's finest automated advertising platform.

EASIER ADVERTISING

...at electronic speed!

Basis' new digital advertising know-how is helping agencies and brands get the speed they need and the campaign results they need...fast. You might say we're "dial-a" in what makes advertising's best and jobs easier: more efficiency, more automation, better advertising, and a single source of truth for data, communication, campaign activity, and results. BIG results.

Basis' state-of-the-art machinery has your thing? Head to Basis.com and we'll be in touch...fast.

Basis

alive after five...

all thanks to Basis.

And no wonder—our platform streamlines and automates your workflow. Come 5pm, the workday is a time for firing indulgences. With Basis, no long days at the office at your desk.

The industry's premier advertising platform streamlines and automates your workflow so you can be more successful and log off in time for happy hour.

A fundamentally new way of working

Basis: Just Your Type.

CONUL

Basis: Just Your Type.

Advertising Automation

The Empty Builder.

The Chicago Driving Progress Across America

Basis

SPACE ACTIVATION: Custom Magazine

Every hotel needs a talking piece—Basis leaned into building a custom ad magazine of retro ads 'Basis-ified' while featuring the campaign's main character.



SPACE ACTIVATION: Chef's Kiss

Guests found delights in every corner:

- ✦ At the ring of a bell; Champagne popped out of the wall.
- ✦ Custom vinyl records as gifts
- ✦ Postcards designed to resemble the lead from the Seamless commercial.







ACTIVATION INSIGHTS

\$2 million

in sales opportunities
influenced

109 visitors

to
The Grand Basis Oasis

130 meetings

scheduled with the
Basis team

Basis[®]

at



ADVERTISINGWEEK

OCTOBER 2025

**240+ VIP
attendees**

riding Basis-branded
ADVERTISINGWEEK
party elevator

Streamlined
Advertising...

*How
Refreshing!*

Basis®



Relax, you've got

Basis®

basis.com



Step Into

Better Advertising



EMARKETER

How Basis Technologies launched a creatively modern B2B campaign

Article by Chris Wood | Dec 11, 2025

Brands have shaken up B2B ad campaigns in recent years, with many trying to break through the noise of drab, value-proposition marketing with attention-grabbing tactics. A notable example from this year is Basis Technologies' award-winning campaign, produced by Bottle Rocket Media, which brought nostalgia and creativity to a B2B audience in the digital advertising world.

Known for helping advertisers and agencies automate digital campaigns, Basis Technologies launched their fresh, brand-focused campaign in fall 2024. It combined connected TV (CTV) ads, out-of-home (OOH), direct mail, and experiential activations to key advertising decision makers, and could serve as a guide for other B2B companies looking to make waves.

“Basis drove 90% engagement with our target list, meaning they engaged with the Basis brand, content, website, or searched for us using a Basis branded keyword. And, while lead generation was not the core goal of the campaign, we also saw a lift in year-over-year inbound leads, showing that our top of funnel brand building efforts also created a lift in areas that were typically tied to lower funnel tactics.”

—Katie McAdams | CMO, Basis Technologies



Basis[®]

The Advertising Automation Platform

basis.com/relax