

Actual Media and Junction59 form a Strategic Alliance.

Today, Actual Media Inc. and Junction59 Ltd., both of Toronto, ON, formed a strategic alliance to better serve their water, infrastructure and environment clients. By combining their respective talents while remaining independent businesses, the agencies will be able to collaborate on projects and better share resources to serve a broader range of their clients' needs.

The two companies collaborated on a few projects in 2019 and quickly saw the benefits of combining their talents to bring better outcomes for their clients.

"We are thrilled to be able to offer our clients the broader agency services and scope of work that comes with the Junction59 alliance, including their track record as a leading Direct Marketing firm," says Todd Latham, President of Actual Media.

"In a climate where clients are looking for depth of expertise in their business, this alliance will quickly help us scale to meet those needs," says Marc Cooper, President of Junction59. "We are looking forward to tapping into the Actual Media team's deep knowledge of the industries they serve, and their creative approach to problem solving."

Actual Media is a Toronto-based creative agency, publisher and event specialist for Canada's water, infrastructure and environment industries. To learn more visit actualmedia.ca

Junction59 is a Canadian, data-driven, integrated advertising agency based in Toronto with clients across a broad range of industry sectors. They are driven by the fact that there is almost always a smarter way to market, and their creative and strategic work is based on creating emotional connections with audiences and measurable results for clients. To learn more visit junction59.com

For more information, contact:



Todd Latham, President, Actual Media Inc.
todd@actualmedia.ca, 416-722-8109



Marc Cooper, President, Junction59 Ltd.
mcooper@junction59.com, 416-484-4861