

## MDC Partners Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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MDC Partners Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between MDC Partners Inc. and its competitors. This provides our Clients with a clear understanding of MDC Partners Inc. position in the **Media Industry**.

- The report contains detailed information about MDC Partners Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.
- Another part of the report is a SWOT-analysis carried out for MDC Partners Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.
- The MDC Partners Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.
- In the part that describes MDC Partners Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.
- Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of MDC Partners Inc. business.

### About MDC Partners Inc.

MDC Partners Inc., through its subsidiaries, provides marketing communications and consulting services, including advertising, interactive marketing, direct marketing, database and customer relationship management, sales promotion, corporate communications, market research, corporate identity, design and branding, and other related services to customers worldwide. The company has operating units in the United States, Canada, Europe, and Jamaica.

## Segments

The company operates in two segments, Strategic Marketing Services and Performance Marketing Services.

### Strategic Marketing Services

The Strategic Marketing Services segment generally consists of firms that offer a suite of integrated marketing communication and consulting services, including advertising and media, interactive marketing, direct marketing, public relations, corporate communications, market research, corporate identity and branding, and sales promotion to national and global clients. The Strategic Marketing Services segment comprises the following agencies: Allard Johnson; Attention, Bruce Mau Design; Colle + McVoy; Company C; Crispin Porter + Bogusky; Fletcher Martin; Hello Design; henderson bas; HL Group Partners; kirshenbaum bond senecal + partners; Mono Advertising; Redscout; Skinny NYC; Veritas Communications; VitroRobertson; Yamamoto Moss MacKenzie; Zig; and Zyman Group.

### Performance Marketing Services

The Performance Marketing Services segment includes firms that provide consumer insights to satisfy the need for targetable, measurable solutions or means of driving return on marketing investment and growth for regional, national and global clients. The Performance Marketing Services segment comprises following agencies: Accent; Accumark Communications, Bryan Mills Iradesso; Computer Composition; Northstar Research Partners; Onbrand; Source Marketing; and TargetCom.

### Marketing Communications Equity

The company owns 49.9% interest in Adrenalina, LLC, which is an agency focused on providing marketing services to the Hispanic market; and its marketing disciplines include advertising, retail and event marketing, and consumer promotions.

## Clients

The company's major client is Sprint.

## Competition

The company's major competitors include Omnicom Group Inc.; Interpublic Group of Companies, Inc.; WPP Group plc; Publicis Group SA; and Havas Advertising.

## History

The company was founded in 1980. It was formerly known as MDC Corporation and changed its name to MDC Communications Corporation in 1996. Further, it changed its name to MDC Corporation Inc. in 1999; and to MDC Partners Inc. in 2004.

The above Company Fundamental Report is a half-ready report and contents are subject to change. It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

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