CREDENTIALS · 2026

Narrative & Numbers

Telling the story numbers can prove.

SEATTLE-BASED · CLIENTS IN LA, NYC & LONDON

JUSTIN WEBSTER, PRINCIPAL

THE PREMISE

The person in the pitch should be the person *doing the work.*

Fifteen years across Sawyer Studios, Mindshare, UM, Havas, Albertsons and Monks, now working directly for brands with $20–500M in revenue and $1–50MM in media.

You're spending more. *You're not sure what's working.*

Your senior team keeps turning over.

Agency teams were cut deep this past year. Every time your team changes, you pay to re-teach your business.

~4,000

jobs cut in one agency merger · Axios, Dec 2025

Retail media is eating your margin.

You buy across more retailer networks every year, with no clean read on which ones actually sold product.

15%

of brands trust their retail media measurement · Skai, 2026

You pay for hours, not outcomes.

Many fee models still bill time. Marketers are moving to fixed scopes with clear outcomes.

19%

of agency contracts are still billed by the hour · WFA, Sept 2026

One senior head for the story, the media and *the math.*

Narrative

Brand and creative strategy built for where people actually watch.

- Brand and campaign platforms
- YouTube, CTV and social creative
- Creator and influencer programs

Numbers

Media and measurement that prove the story moved the business.

- Full-funnel planning, planned or managed
- Programmatic, retail media, social, search
- Incrementality and measurement design

Nerve

Senior judgment at startup speed. AI handles the grunt work.

- Designed AI creative workflows (15% campaign-efficiency gain at YouTube)
- Agency oversight and fee audits
- Pitch and C-suite strategy

Every plan starts as a brief *you can say out loud.*

TENSION	Loved in the aisle, invisible on the digital shelf.
INSIGHT	People don't search for a challenger by name. They search for the craving.
IDEA	*Own the craving, not the keyword: creative and retail media built around the moments people snack.*
THE NUMBER	New-to-brand buyers, read against holdout stores.

ILLUSTRATIVE BRIEF · CHALLENGER SNACK BRAND · NOT CLIENT WORK

I helped launch a retail media network. Now I help brands win on all of them.

3.0x+
partner ROAS on the network I helped launch

40%
average media margins

$100MM+
a year in CPG media planned with PepsiCo, Coca-Cola and Nestlé

Four questions every retail media plan *has to answer.*

01
Which networks?
Amazon, Walmart, Costco, Instacart, grocery. Where your buyers shop.

02
How much each?
A budget split tied to sales velocity and margin, not to who pitched hardest.

03
Did it sell?
Incrementality read against holdouts, so the number survives a CFO.

04
What runs there?
One creative system for onsite, offsite and in-store.

Delivered in 4–6 weeks. Run it yourselves, or I manage it with the networks directly.

Results, not just budgets.

$30MM
new business won across GM, Google and Intuit

1.2x
daily active users for YouTube Shorts

15%
improvement in campaign efficiency from AI creative workflows at YouTube

3.0x+
partner ROAS at the Albertsons Media Collective

40%
average media margins at the Albertsons Media Collective

33.1%
BMW market share while I led investment, largest in its competitive set

+37.1%
Jaguar Land Rover YoY growth while overseeing the plan, best of any auto brand that year

Up to 20
person teams mentored, managed, and scaled at Monks and other holding companies

General Motors

Cadillac · Buick · GMC

THE BRIEF

General Motors was looking for a new agency and new ways of working, to reaffirm its position as the top American automaker.

WHAT I DID

Over a six-month pitch, developed core parts of the AI-centric sell that won the business and made Monks the foundation agency across GM brands. Then led creative strategy, positioning and a full-funnel media and creative plan.



RESULT

$30MM

in new business won across GM, Google and Intuit, as business development lead

WHAT IT MEANS FOR YOU

One strategic owner across brands, so story and spend pull the same way.

NFL Sunday Ticket

comes to YouTube.

THE IDEA

Make YouTube the place Sunday happens: the first-ever brand campaign on the Las Vegas Sphere, all 32 team helmets, then "The Magic of Sunday" with The Mill.

WHAT WE DELIVERED

Media strategy, creative development and iteration, social media management, on-site promotion and a full performance read-out, over 9 months.

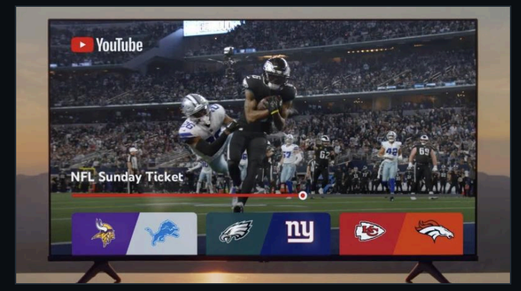
8.33%
more subscribers than DirecTV's final season

1.2x
YouTube Shorts daily active users

15%
improvement in campaign efficiency from AI creative workflows





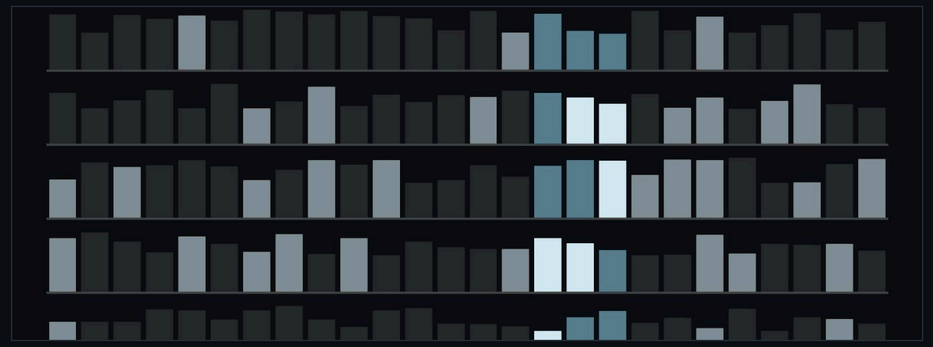


IMAGES: YOUTUBE, SPHERE ENTERTAINMENT

07 · CASE · RETAIL MEDIA

Albertsons Media Collective

Retail media network launch



THE BRIEF

Launch a new retail media network that top CPG partners would fund and renew.

WHAT I DID

Helped launch and led marketing strategy for a new retail media network: $100MM+ a year in CPG media and 200+ campaigns with a 15-person team, with 2–5x ROAS targets across programmatic and social. Built custom audiences and CRM data integrations.

RESULT

3.0x+

partner ROAS (closed-loop attribution) · 40% average media margins

WHAT IT MEANS FOR YOU

You get the network's view on your side of the table: how they package, price and measure.

Auto and CPG at scale.



RANGE ROVER · FILM: JLR

MINDSHARE

Jaguar Land Rover

$20MM+ across 38 US markets. Designed and activated cross-channel investment market by market.

+37.1%

YoY growth while overseeing the plan, best of any auto brand that year



JOSH CELLARS · IMAGE: DEUTSCH FAMILY

HAVAS

Josh Cellars & Yuengling

Turned CMO goals into omnichannel plans across social, influencer, digital and in-store. $60MM+ a year planned.

#1

wine in the table wine category during my tenure



2016 BMW M2 COUPE · IMAGE: BMW GROUP

UM

BMW

Largest Tier 2 region. Led $50MM in investment across digital, traditional and local activation, plus CRM and DCO integrations.

33.1%

market share while leading, largest in the competitive set

Fixed scope. *Fixed price.*

3 WEEKS · FROM $9.5K

The *Teardown*

Your media, creative and measurement, rebuilt as a 90-day plan you keep either way.

4–6 WEEKS

Shelf *Signal*

Which networks, how much, and how to prove it moved product.

ONGOING

Managed *Media*

I plan, buy and optimize directly with the platforms. Setup is agreed per engagement.

MONTHLY · FROM $12.5K

Fractional Head of *Media & Creative*

Inside your team one or two days a week. Owns the plan, runs the agencies, reports the number.

30 DAYS

Transition *Audit*

After a merger, re-org or lost team: what you pay for, what to keep, what to re-scope.

8–16 WEEKS

Network *Launch*

Turn first-party data into a media business: ad products, pricing and measurement.

Three weeks. *One plan you keep.*

WEEK 1

Gather

- Plans, contracts and fees
- Creative and briefs
- Platform and data access

WEEK 2

Diagnose

- Mix against goals
- Creative against platform
- Measurement gaps

WEEK 3

Plan

- Findings ranked by dollars
- A 90-day plan
- Planned or managed path

YOU GET	A scorecard, ranked findings and a 90-day plan. The full fee is credited to any engagement signed within 30 days.

Planned or managed. *Your call.*

PLANNED

I build the plan. You or your agency buy it.

Strategy, channel mix, briefs and measurement, with oversight of execution.

MANAGED

I run it with the platforms directly.

Planning, buying and optimization, set up to fit your accounts and your agreement.

DSPs	Social	Search	DCO	Data	AI
DV360 · The Trade Desk	Meta · TikTok · Snap · LinkedIn	Google · Bing	Google · Flashtalking · Adobe	LiveRamp · Adobe · Salesforce	VidMob · Runway · Pencil · PMax

Senior hands. Fixed scope. *No layers.*

	Holding company	Typical independent	Narrative & Numbers
Who does the work	Large teams, layered roles	Small teams, focused skills	The principal, every call
Media + creative	Split across networks	Usually creative-led	One plan, one owner
Media buying	Central trading desks	Often outsourced	Planned or managed
Retail media	Platform-led	Rarely in-house	Helped launch a network
Pricing	Hours and % of spend	Retainers	Fixed scope, fixed price

Justin Webster

Fifteen years on both sides of the plan. *Now on yours.*



Years	Where	Role
2025–	Narrative & Numbers	Founder & Principal
2022–24	Monks	VP, Media & Creative Strategy
2021–22	Albertsons Media Collective	Senior Media Lead, Launch Team
2017–21	Havas Media Group	Director, Connections Planning
2016–17	UM Worldwide	Manager, Integrated Investment
2015–16	Mindshare	Manager, Integrated Planning
2012–15	Sawyer Studios	Senior Digital Strategist

B.A., Communication & Media Studies, Franklin & Marshall College

Today he also leads programmatic strategy for Petram Digital ($10MM+ a year at 2.5x+ ROAS), and in May 2026 he moderated “The Rise of Owned Media Networks” at NXT Media Days with Roundel and DoorDash.

ON RETAIL MEDIA	Retail media is the new upfront, and most brands are buying it *without a plan.*
ON AI	AI should make senior people faster, *not replace them with junior ones.*
ON MEASUREMENT	If a number can't change a decision, *stop reporting it.*

NEXT STEP

Bring the *hard problem.*



Start with a three-week Teardown, from $9.5K. You keep the 90-day plan either way, and the full fee is credited if we continue.

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