NARRATIVE & NUMBERS

SEATTLE · CLIENTS IN LOS ANGELES, NEW YORK & LONDON

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

Senior media, creative and retail media strategy, planned or fully managed, plus fractional media leadership. Led by a former Monks VP who helped launch the Albertsons retail media network.

START HERE

The Teardown. Find the media spend that isn't working, in three weeks. From $9.5K, and the full fee is credited to any engagement signed within 30 days.

Sound *familiar?*

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

Fortune 500 stakes. *Real numbers.*

ALSO, PITCH WINS WITH
GOOGLE PRODUCTS · INTUIT

$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













03 · SELECTED WORK

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



CADILLAC CELESTIQ · IMAGE: CADILLAC

MONKS · MEDIA & CREATIVE STRATEGY

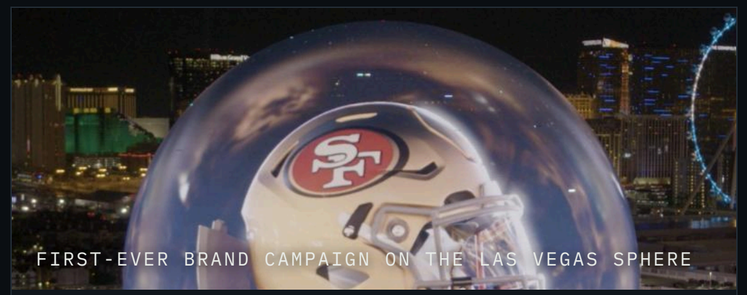
General Motors

Cadillac · Buick · GMC

Helped win GM with an AI-first pitch, then led media, creative and strategy teams across three brands.

$30MM

new business won across GM, Google and Intuit



FIRST-EVER BRAND CAMPAIGN ON THE LAS VEGAS SPHERE

MONKS · FULL-SERVICE MEDIA & CREATIVE

YouTube

NFL Sunday Ticket

Launched Sunday Ticket's move to YouTube: the first-ever brand campaign on the Las Vegas Sphere, and "The Magic of Sunday" with The Mill.

8.33%

more subscribers than DirecTV's final season

1.2x YouTube Shorts daily active users · +15% campaign efficiency



ONSITE · OFFSITE · IN-STORE

RETAIL MEDIA NETWORK LAUNCH

Albertsons Media Collective

PepsiCo · Coca-Cola · Nestlé partners

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.

3.0x+

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

Three weeks.
One plan you keep.

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

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

For CMOs who want an independent, senior read on the plan, whoever runs it.

THE TEARDOWN

from

$9.5K

The full fee is credited to any engagement signed within 30 days.

You get a scorecard, ranked findings and a 90-day plan.

WHAT'S INCLUDED:
NARRATIVEANDNUMBERS.CO/TEARDOWN



05 · THE PRINCIPAL

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

Justin Webster founded Narrative & Numbers, a Seattle-based media, creative and retail media consultancy. He was VP of Media & Creative Strategy at Monks for GM and YouTube, with new-business wins across GM, Google and Intuit. Before that, he helped launch the Albertsons retail media network, planned $60MM+ a year at Havas, and led BMW and Jaguar Land Rover investment at UM and Mindshare, building teams of up to 20 along the way. 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.

WHO	HOW	PRICE
The senior person on every call	**Media and creative under one plan**	**A fixed price instead of hours and layers**

Also: Shelf Signal (retail media, 4–6 weeks) · Managed Media · Fractional Head of Media & Creative (from $12.5K a month) · Transition Audit (30 days) · Network Launch (8–16 weeks).

NEXT STEP

Bring the *hard problem.*

Prefer to talk first? Grab 20 minutes on my calendar. Start with a three-week Teardown, from $9.5K. You keep the 90-day plan either way.

Book a 20-minute call ↗

SCAN TO BOOK

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Full credentials (PDF)

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