

+MEDIA VS. OTHER IMPACT CAMPAIGN PROVIDERS

Feature / Capability	+Media (Full Impact System)	Picture Motion (Campaign Firm)	Think Film (Campaign Firm)	Together Films (Campaign + Dist.)	Red Owl (Campaign Firm)	Exposure Labs (Producer + Impact)	GOOD DOCS (Edu + Impact Dist.)
Full-Stack Impact OS (Engagement + Measurement)	✓ Yes- proprietary tech platform	✗ No	✗ No	✗ No	✗ No	✗ No	✗ No
Data-Driven Behavioral Insights	✓ Real-time, quantifiable actions	⚠ Anecdotal or survey- based	⚠ Limited	⚠ Limited	⚠ Partial	⚠ Partial (film-specific)	✗ No
Always-On Infrastructure	✓ Tech enables long-tail activation	✗ No - time-bound campaigns	✗ No	⚠ Some CRM/event support	✗ No	⚠ Film-specific	⚠ Film shelf life only
Cross-Sector Integration (Media, Brands, Funders, NGOs)	✓ Built to unify stakeholders	⚠ NGO partnerships	⚠ NGO & philanthropic	⚠ NGO + funder	⚠ NGO & issue orgs	⚠ Funders + audience	✗ Primarily education-only
Audience Activation Beyond the Screen	✓ Click-to-act tools	⚠ Toolkits, screenings	⚠ Petitions, discussions	⚠ Screening, email signup	⚠ Community engagement	✓ Deep activation per film	⚠ Screenings, discussion guides
Campaign Longevity & Ecosystem Building	✓ Designed for scale and reuse	⚠ Ends post-campaign	⚠ Ends post- release	⚠ Event/CRM-driven	⚠ Project-based	✓ Internal strategy for each project	⚠ Project lifespan only
Tech-Powered Measurement & Attribution	✓ Yes	✗ No	✗ No	⚠ Surveys & analytics	✗ No	⚠ Internal evaluation	✗ No
Content-Agnostic Infrastructure	✓ Yes - any story, brand, or format	✗ Campaign by campaign	✗ Project-specific	✗ Project-specific	✗ Film-based	✗ Internal films only	✗ Distribution- focused
Marketplace for Brand/Funder Alignment	✓ Yes - match tool for funders, creatives, orgs	✗ No	✗ No	✗ No	✗ No	✗ No	✗ No

