

# WRIGLEY MEDIA<sup>®</sup> GROUP

## FACT SHEET

Wrigley Media Group  
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Wrigley Media Group is an evolved media company that conceives, creates, composes, and distributes all forms of media content under one roof. With clients throughout the world, Wrigley Media Group is the vanguard of today's new communications and media landscape and emphasizes services that transcend conventional advertising and marketing paradigms.

Owned by award-winning businesswoman Misdee Wrigley Miller; led daily by a group of media-savvy, experienced men and women, Wrigley Media has earned industry-leader status in video production, motion graphics, digital marketing, social media and branding, and possesses a profound knowledge of the new media platforms for mass consumption. The team of 35 has more than 250 combined years of film industry experience.

Headquartered in a 19,000-square-foot, state-of-the-art studio in Lexington, KY, Wrigley Media Group is well-known throughout the state and region; as well as in the sports, university and bourbon sectors as the go-to for media production. The 2,400-square-foot, sound-proofed production studio has 18-foot ceilings and contains a lighting grid, 60x40 cyc wall, 20x20 green screen and a 12x12 drive-in doorway.



### Notable Projects:

- Executive producing *The Stand-In* starring Drew Barrymore
- Creating original content with talent such as Vanilla Ice, Jack Maxwell and Mignon Francois. Wrigley Media Originals is a premise-to-post shop specializing in unscripted TV content for all platforms. With nearly 20 TV pilots in development, Wrigley Media has attracted a group of passionate storytellers from NY, LA and DC to the Bluegrass.
- Earning multiple Emmy, Telly and ADDY Awards
- Partnering with KY Tourism and Miles Partnership to create a series of videos
- Official Video Production Partner for the University of KY, awarded in 2019

**Marquee Clients:**



**U.S. POLO ASSN.** **GEICO**  
SINCE 1890

**National**

Bed Bath & Beyond  
Breeders' Cup  
Coca-Cola  
Defense Logistics Agency (DLA)  
Geico  
HGTV  
JMI Sports

Nike  
Office Depot  
PetSmart  
PGA  
Sentient Jet  
Tempur-Sealy  
TVG Network  
U.S. Polo Assn.



**BIG ASS FANS**



**Kentucky**

Big Ass Fans  
Buffalo Trace  
Castle & Key  
KY Horse Park  
meetNKY

Departments of Agriculture and Tourism  
Jefferson's Bourbon  
Jeptha Creed  
Keeneland  
Univ. of KY (Official Video Production Partner)  
VisitLex

**Specialties:**

- Production – including on-site and in-studio, utilizing 6K RED Epic Dragon, Green Screen, lighting, aerial videography, scriptwriting
- Post-production - Avid Media Composer Suites, Adobe Creative Suite, motion graphics, 3D animation, VFX, graphic design, color grading, audio mixing
- Video deliverables – corporate (external and internal), commercial, branded, documentary, social & digital content



- Digital Distribution and Traditional Advertising through partners Redtag, Digital and BUZZ Advertising, both of which are based in Louisville, KY
- GSA Contract Holder with Classifications for Motion Picture and Video Production, Advertising Agencies, Teleproduction and other Postproduction Services, Sound Recording Studios and Marketing Consulting Services. Contract Number 47QRAA19D008F.

**History and Leadership:**

Wrigley Media Group rebranded in 2017. The original brand was Post Time Productions, which was founded in Lexington in 1993 by Wood Simpson. Today, Simpson continues to be a shareholder of Wrigley Media.

- Owner Misdee Wrigley Miller is a gold-medalist-winning equestrian athlete who competes internationally in Combined Driving Events. She is also the owner of Hillcroft Farm in Kentucky. If her name rings a bell, that is probably because she is the granddaughter of Philip Wrigley.
- CEO Jayne Hancock's impressive background includes senior executive positions with DIRECTV, 360 Fly Camera (VOXX International), FanVision and FLO TV (Qualcomm). Hancock is also the founder and former President/CEO of digital marketing agency JHG, Inc., as well as sports publishing firm Spectator Sports Communications, Inc.
- CCO Ross Babbit came to Wrigley Media after finishing his tenure as SVP of programming and development at The Travel Channel. Programs under his watch included *Man v. Food*, *Anthony Bourdain's No Reservations* and *Expedition Unknown*.
- CRO David Bertram has been in the multi-media rights space for more than two decades. Before Wrigley Media, he held executive roles with Host Communications, NCAA Football, Volar Video and was VP of Total Campus Marketing for JMI Sports' Univ. of KY property.
- CBO David Cottingham has been with Wrigley Media for more than 18 years and served as the COO and GM for the company when it was Post Time Productions. Cottingham has been instrumental in the development and implementation of Wrigley Media's infrastructure and operation
- EVP, Content Development Series and Specials Danny Tepper has written, managed, and produced more than 1,000 hours of primetime television. Most recently, he was a senior exec. with Scripps Network where he managed and produced shows for Travel Channel, DIY, HGTV and Food Network.
- EVP, Strategic Initiatives & Attorney Elizabeth Combs holds both a Juris Doctorate and an MBA from the Univ. of KY, a Master of Science in Industrial & Organizational Psychology from Northern KY Univ., and a BA in Psychology from Transylvania Univ. She takes pride in using her time, skills, and training to benefit the community.

**Community Service:**

- Wrigley Media supports causes, charities and non-profit organizations that focus on cancer, at-risk populations and / or are equine-related. Most of this support is through providing services on a pro bono basis, at discounted rates, or for in-kind trade/sponsorship. Wrigley Media has sponsored videos for the Bluegrass International Cup Polo Event (benefits Fayette Alliance and UK Markey Cancer Center), American Heart Association's Heart Ball, LexArts and UK Opera.
- During the COVID-19 pandemic, Wrigley Media supported the marketing efforts of businesses on a pro bono basis including hand sanitizer production at Castle & Key and the Superhero Mask Project.
- Wrigley Media team members serve on many civic and non-profit boards and committees including UK College of Communication and Information, God's Pantry Food Bank, Junior League of Lexington, Fayette County (KY) Bar Association, Leadership Lexington, UK Children's Hospital and American Heart Association.



**Demo Reel:** <https://wrigleymediagroup.com/about>

**Projects:** <https://wrigleymediagroup.com/case-studies>

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