

ONEBurbank Supports Focus on Creative Solutions at The M Factor



THE [M] FACTOR

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Optical Network Enterprise: Business networking at the speed of light.

ONEBurbank is a suite of BWP fiber-optic services offered to Burbank businesses looking for exceptionally fast and reliable bandwidth. Visit ONEBurbank at ONEBurbank.com

The M Factor, an award-winning creative agency based in Burbank, specializes in eye-catching creative work to build awareness and increase brand engagement for its clients across multiple disciplines.

The agency's experience and expertise includes audiovisual, out-of-home advertising, digital marketing, motion graphics, content creation, entertainment marketing, and social campaigns designed to elevate a message, realize a vision, and expand reach. Founded in 2010, The M Factor boasts a client list ranging from such entertainment leaders as Disney, Marvel, NBC, Warner Brothers, and Focus Features, to emerging markets and businesses with growth potential.

With a passionate team of artists, writers, producers, and editors, The M Factor has received numerous awards, enjoying industry recognition from the Clios, the Internet Advertising Competition (IAC), the A-List, and the Golden Trailers.

Mark Esparza, Partner and Chief of Operations pictured above, shares his experience with BWP's ONEBurbank fiber service.

When we relocated our offices, we were seeking more square footage but we were also on the hunt for a more robust, faster, and more dependable internet provider. Having maxed out our current cable-based service, we found ONEBurbank's fiber offerings through BWP's website and set up a consultation and on-site evaluation.

With ONEBurbank already servicing our studio clients in town as well as other entertainment advertising vendors and agencies, ONEBurbank's proven experience in fiber-optic service far surpassed any other enterprise-level offerings we considered. We were also glad to see that our dollars would go to the community and support the city in which we operate.

We are more than happy with both the bandwidth and the customer service. Our business model pushes huge amounts of data, both as uploads and downloads, often against a deadline. Time and again, ONEBurbank allows us to meet client goals while remaining competitive in the entertainment advertising space. Service has been stable, dependable, and, with a quick phone call to BWP, scalable. Being a ONEBurbank customer allows our team to focus on creative solutions rather than upload times. And we have a renewed confidence in servicing our clients while delivering more time-sensitive and data-heavy projects.

We welcome another satisfied ONEBurbank customer! For more information on The M Factor, check out themfactorcreative.com.