



Marketing Veteran Peter Martin Launches Creative Services Agency for Broadcast, Cable, Streaming

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Veteran executive Peter Martin, who's held marketing posts with Fox and Disney, launched a new, creative services agency for broadcast, cable and streaming clients.

Flex Creative specializes in the design and production of promotional and in-show content across multiple platforms, and so far 20th Television, Disney and Scripps Networks Interactive have come on board.

"For the last nine years, I've worked at the forefront of advertising new technologies that have disrupted the way consumers view content," Martin said in a statement. "With the launch of Flex, I like to think that we're disrupting the traditional creative marketing agency by introducing a new model to the industry."

With more 30 years in television advertising and marketing, including eight years at Fox and six years at Disney, Martin has created and developed hundreds of consumer and trade campaigns for broadcast, cable, syndication, video on demand, pay-per-view, online and digital clients and projects. His

experience runs the gamut from running agencies, to developing campaigns for a major studio, to working at local broadcast stations.

Flex Creative specializes in providing a suite of services that include television promos, episodic spots, syndication campaigns, print materials, motion graphics, web banners, social media content, sizzle reels and more.

"As the term flex, by definition, connotes flexibility and strength, the thinking behind our new company name Flex Creative embodies these traits," Martin said. "Our goal is to support clients with creative promotional and content solutions, through initiatives large or small, wherever and however content lives-and everywhere their viewers are consuming it."

The agency has 10 full-time employees, including writers, producers, graphics artists and editors, and is located with the post-production facility Roundabout Entertainment, giving Flex the ability to quickly scale up or down depending on its clients' needs.

"The team we have assembled here at Flex has the proven experience, talent and technological skills to help our clients meet the creative promotional demands they are facing around the world from today's rapidly changing marketplace," Martin said.

Prior to launching Flex, Martin founded United Front Media, where he led television's transition from analog to digital for the National Association of Broadcasters (NAB).

He also co-founded United Front Design, which produced the launch campaign for Disney's "WATCH" apps that viewers to stream live content on their smartphones, tablets or computers. The campaign included more than 50 on-air spots, over 200 digital print elements, and a three-day shoot.

Martin also held marketing positions at Los Angeles stations KCOP and then KTTV as it transitioned to becoming a Fox owned-and-operated station. There, he produced a marketing campaign to boost awareness of the show COPS, which had a successful, nearly 20-year run.

In 1993 he pitched KTTV's Fox Kids Club, which went head-to-head with The Disney Afternoon, and was recruited by Disney-ABC, where he oversaw syndicated programming and consumer advertising campaigns.