

**ONE  
SIXTY  
NINETY**

# **AGENCY OVERVIEW**



# 160over90 IS A FULL-SERVICE CREATIVE AGENCY.

At 160over90, we redefine what you expect from a creative agency. Led by experts from across the marketing landscape, our foundation is built on more than a century of cultural leadership. We know where audiences are turning their time and attention next, and every strategic idea is made to meet them there. We help organizations unearth who they are, what they stand for, and how to articulate their story through holistic branding and marketing, rooted in emotion and fundamental truth.

As a full-service creative agency, what makes us different isn't just what we do—it's how we do it. We never approach brand challenge through the sole lens of airtime, print space, or press releases. For brands and institutions spanning higher education, sports, consumer goods, financial services, and boutique lifestyle, every solution starts with a channel-agnostic creative idea, brought to life in a uniquely nimble and scalable way.

Supported by our best-in-class in-house analytics team, our suite of strategic and creative experts, and our legacy across higher education, entertainment, music, sports, culinary, art, and fashion as part of the Endeavor network, 160over90 combines access, insight, and influence to tell your brand story in smarter, more efficient and more effective ways.

We are a team of more than 800 with offices in Philadelphia, Columbus, New York, Los Angeles, Atlanta, and Charlotte, as well as global offices in Europe, Asia, and Australia. Our leaders are stars in their respective fields, brought together by a commitment to creativity that works.

# ONE SIXTY NINETY

## We're a one-stop shop.

Branding and marketing are at the heart of what we do. And we complement this expertise with research, analytics, media, digital, video, public relations, social media, experiential/activation, and sponsorships/partnerships—all offered entirely in-house. That means our solutions are informed by a holistic perspective that allows your brand to speak with one voice, consistently across every channel.





## Research & Analytics

Marketing doesn't suffer from a lack of information—most organizations have more data, studies, and feedback than they know what to do with. The opportunity lies in harnessing information and making it meaningful.

160over90's research practice focuses on metrics that are proven to drive marketing performance. We help clients understand how customer behavior and market trends impact their business, both assessing key audience perceptions and using them to shape strategy for admissions, advancement, rankings, and reputation.

We use a combination of primary research, secondary research, and artificial intelligence tools to gather information. Our approach to trends research relies on a combination of social listening and media monitoring tools, secondary research, and expert interviews.

### Primary Research

- On-Site Discovery & Immersion
  - Ethnographies
  - Focus Groups
  - Individual Interviews
- Market Research
  - Online Surveys, Mobile Surveys
  - Website Diagnostics
  - Social Media Listening

### Secondary Research

- Access to Leading Syndicated Tools & Databases
  - Kantar Media
  - Nielsen/MRI
  - Spredfast Social Media
- Catalog of Industry Reports & White Papers
- Comprehensive & Strategic Google Searches

## Brand Experiences

We know how to create Brand Experiences that compel audiences to action. Our focus lies on translating brand narratives into experiences that consumers can touch and feel—ultimately fostering a closer relationship to a brand.

We have deep expertise inspiring action through pop ups, space takeovers, events, installations, celebrations, sponsorship events, giveaways, and crafting cultural moments that pull audiences into the brand and compel them to join the storytelling. We lead activation strategy and ideation through concept/execution, vendor management, staffing, and reporting—streamlining the process for your team, and most importantly, achieving success and results.

## Public Relations

160over90's Public Relations department drives earned and owned media efforts for clients, delivering differentiating brand narratives into market in ways that reach and resonate with target audiences. PR efforts are anchored by strategic positioning, thought leadership, and reputation building. Core competencies include: executive visioning and visibility; content marketing, from copywriting to content delivery; traditional media relations, especially in the national press landscape.

## Agency Services (Continued)

### Creative & Copywriting

Creative work, including graphic design and copywriting, is one of the primary services the agency was first founded on 18 years ago and it remains an integral part of the firm's identity and core strengths today. 160over90's design work and experience with leading brands are widely considered to be the pinnacle of creative and design execution within their respective categories. By recruiting forward-thinking and innovative designers, the agency's work is regularly recognized and awarded in publications such as *Print*, *How International Design*, *Graphis*, *Communication Arts*, *One Club for Art & Copy*, *CASE*, *FPO*, and *Type Directors Club*.

### Photography

160over90 is uniquely positioned to deliver top-notch photography. As a full-service agency, our well-established production process seamlessly integrates within the larger project scope. With their ground-up knowledge of the new creative look and feel, and through collaborations with experts across all service lines, our experts are able to find efficiencies to bring the brand to life.

Our strong in-house photography team operates on a world-wide stage and routinely taps regional partners to best serve our vast array of clients. Our team has expertise in both lifestyle and studio photography, and regularly applies a combination of the two styles to yield highly planned and stylized imagery. Our photography department's client engagement has spanned various industries, focusing on architecture, athletics, healthcare, portraiture, student life, and tech innovation, among others.

The difference in partnering with 160over90 is the value provided by our team's comprehensive knowledge of our client's needs. With an investment in photography, our clients are left with access to an array of photography assets that can be leveraged across all marketing, advertising, and communications moving forward.

### Videography

Fueled by video's unique ability to emotionally engage audiences, 160over90's video capabilities are ever-expanding. Our office houses a video wing complete with an editing facility including editing bays, audio recording stations, and a live editing and review suite for client meetings. 160over90's video team is comprised of creative directors, editors, video and interactive producers and motion graphic designers dedicated to pure content creation—what we define as 'stories, plus experiences, minus marketing.'

### Digital & Interactive

160over90 has a robust digital and interactive team with capabilities ranging from full website (re)designs to high-touch interactive experiences. And while delivering beautiful work is always a goal, our digital experiences are designed to balance purpose, content, utility, and impact and to ultimately drive business performance—increasing awareness, shifting perceptions, starting conversations, fostering and nurturing relationships, connecting and uniting communities, and propelling actions such as visits, enrollment, memberships, and donations.

### Media Strategy, Buying, & Planning

Media connects with the full agency portfolio of service lines to ensure a fully integrated marketing and communications plan is achieved. 160over90's Media department has extensive experience in media strategy development and plan execution, third-party research, media consumption habits, channels, and trends. With this experience comes a deep understanding of insight-driven media analytics and reporting. Media is no longer a commodity that should be bought based on cost per thousand (CPM) and commission rate alone. We understand the rate of change in the media landscape over the past two years has been faster than in the 20 years prior. We know the audiences and media, and we know what our clients want.

160over90's media services include:

- Media Discovery
- Ecosystem Audits
- Audience Research
- Competitive Analysis
- Media Strategy
- Media Plan Development
- Media Clearances & Trafficking
- Negotiation, Buying, & Billing
- Performance Reporting
- Optimizations
- Barter/Trade

## Client Roster

### Unparalleled Expertise in Higher Education

We understand your challenges and unique opportunities because we have deep experience developing compelling brand platforms for leading institutions across the country. Our experience ranges from conducting research to developing fully integrated brand platforms for elite liberal arts colleges and large public universities—and everything in between.

Colby College

Duke University

Emory University Goizueta Business School

Georgetown University

Johns Hopkins University

Johnson & Wales University

Miami University

Michigan State University

New York University

Ohio Northern University

Rider University

Temple University

Texas A&M University

The New School

Trinity College

Tulane University

UCLA

University of Arizona

University of Alberta Faculty of Engineering

University of Colorado Boulder

University of Florida

University of Houston

University of Miami

University of Missouri

University of North Carolina at Chapel Hill

University of Pennsylvania

University of Wisconsin-Madison

University of Virginia

Wake Forest University School of Business

Yale University