

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.



# ONE SIXTY NINETY

## 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

## PROCESS OVERVIEW

The process begins with a **Discovery** phase, where we assess your current brand and materials, coordinate an in-person immersion, conduct interviews with key stakeholders and target audiences, and mine for stories.

Next, we take the stories, insights, and analyses from Discovery and translate them into a strategic framework in the **Campaign Strategy** phase. This is a succinct articulation of the critical elements that make up any campaign brand: the differentiating features, values, personality and character, target audiences, and success criteria.

Following Campaign Strategy, we begin **Campaign Concept** development to explore two distinct campaign possibilities through visuals, messaging, and mediums that you can react to. Each Campaign Concept represents a ‘big idea’ that ties together all marketing and communications materials. We develop Proofs of Concept for each direction to demonstrate through various mediums how the Campaign Concept can flex to different audiences.

160over90 will develop a comprehensive **Marketing & Media Plan** that outlines strategic recommendations for how to execute materials that deliver the new campaign across key target audiences and markets. The plan will include a proposed timeline, budget recommendations, as well as suggested channels and mediums for key deliverables.

Our **Campaign Rollout** phase is dedicated to informing your broader internal audience about the phases that lead to the final campaign platform. During this phase, 160over90 will develop Campaign Guidelines and Toolkit that your internal team will be fully-briefed on. By the end of the Campaign Rollout phase, your talented internal communicators and external agency partners and vendors are informed and empowered to effectively wield the campaign platform in their communications efforts moving forward.

Lastly, the **Build** refers to any and all executions (e.g., video, print/digital advertising, social, PR, event/activation, etc.) that our teams would collectively develop based on the new campaign platform. The Build phase is the area where there is the most flexibility—meaning you can lean on our team for more executions or less based on your in-house resources.