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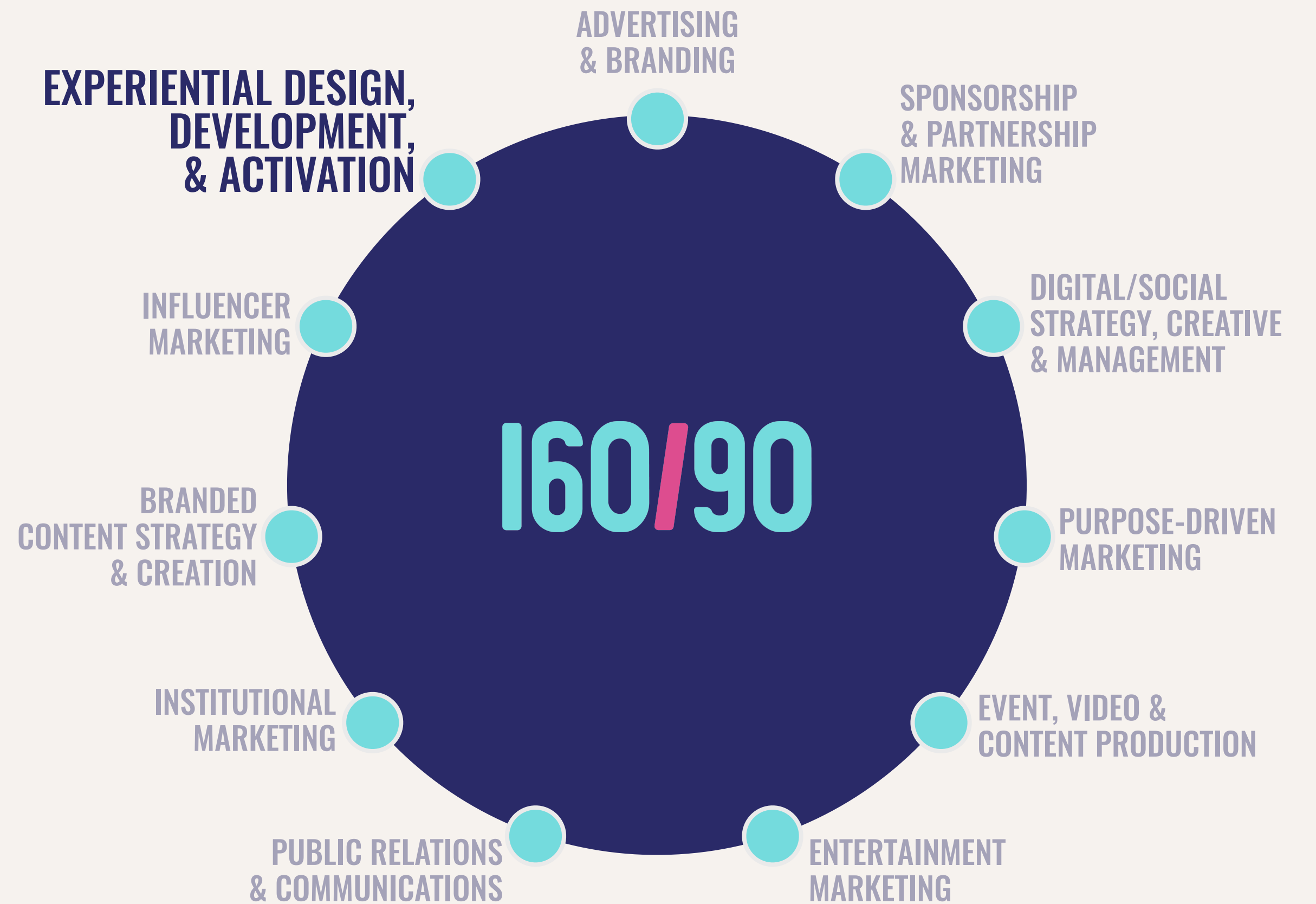
AN ENDEAVOR COMPANY

Experiential Capabilities
June 2020

A FULL-SERVICE EXPERIENTIAL AGENCY

Within 160over90 sits a full-service experiential agency that specializes in creating meaningful and memorable brand experiences for consumers through multi-disciplinary activation capabilities.

We take an end-to-end approach to evaluate and customize each step for every activation to drive conversation, connection and conversion. We push the boundaries of creativity, and discover the ideal way to give your brand or fans the best possible experience.



160over90 is on the forefront of delivering world class experiences, whether that be in person or in this current climate, in our homes and on our screens. We have our fingers on the pulse of culture and the rapid shifts that consumers are making.

Through access, engagement, and surprises, we unite communities whether that is in person or virtual.

It's our job today, as it has always been and as it will always continue to be, to evolve the definition of experiential marketing, and ensure that in this newly hyper-digital world, our innovative experiences remain at the forefront.

WHERE ARE WE?



REPRESENTATIVE CLIENT ROSTER

LEAGUES



TEAMS



BRANDS



WHAT WE DELIVER



EXPERIENTIAL STRATEGY

We understand every step of the activation process, from concept to activation. Working from your business objectives, event goals, and other benchmarks of success, we implement the Think–Design–Connect approach to develop a full, end-to-end program strategy for your brand.



CREATIVE SERVICES

Starting with analyzing data and uncovering insights, our creative team concepts, develops and delivers creative assets from physical elements to consumer messaging. Our full-service, end-to-end design teams capabilities cover transforming blank spaces into fully-immersive brand environments, directing-capturing-editing video content down to the release of ready for print files.



SPONSOR ACTIVATIONS

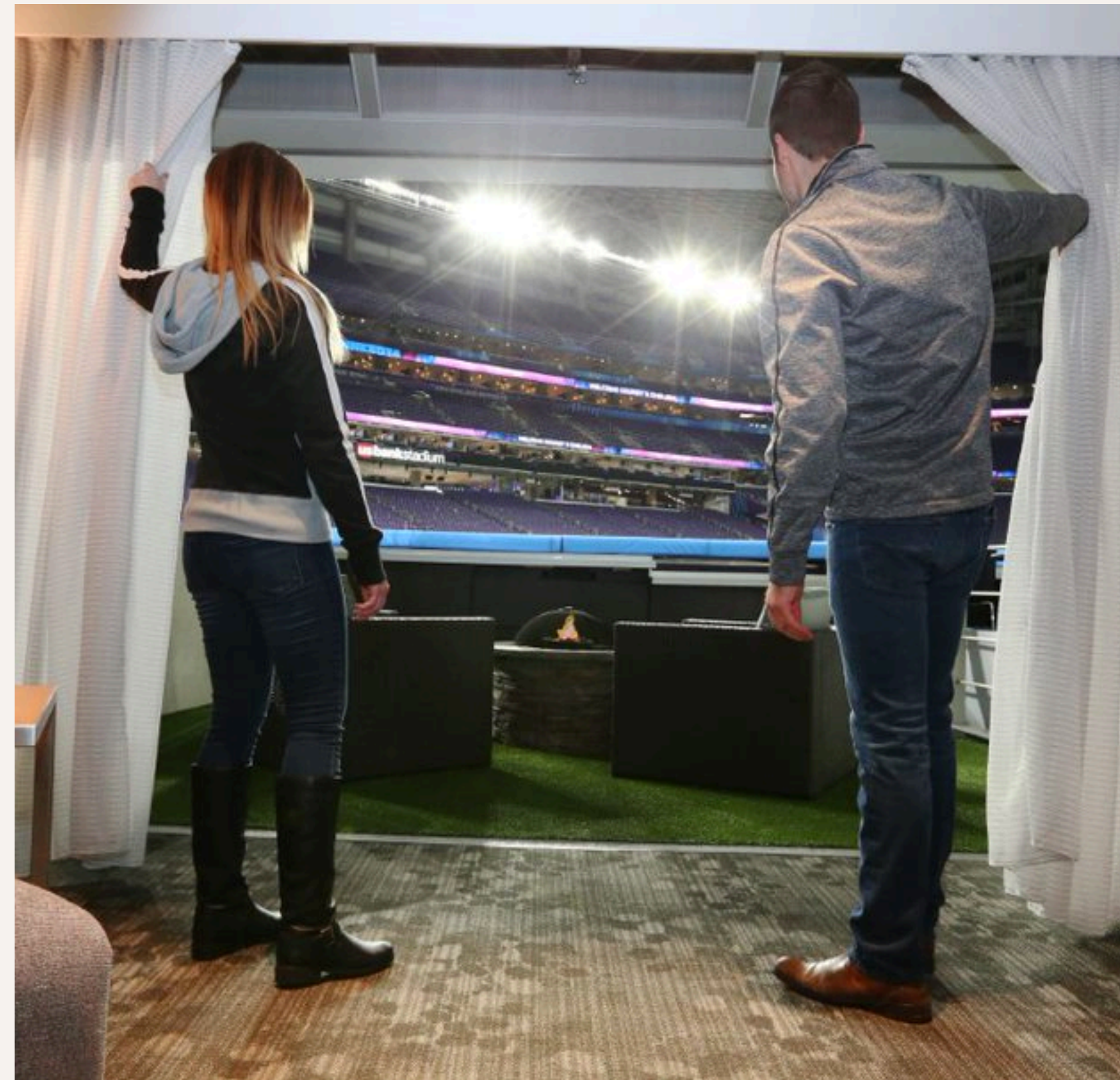
We grew up in the sponsorship space, identifying whitespace for brands to stand out and engage with consumers within an often cluttered environment. We have used this experience to develop sponsor-able moments and assets throughout the game-day experience, across calendar events and moments in time.

WHAT WE DELIVER



DIGITAL DEVELOPMENT

We develop digital assets to support sponsorship and experiential activations before, during and after an event. 160over90's in-house team identifies / builds custom digital assets, extending your brand's reach while leveraging data into actionable intelligence and behavioral understanding.



AMPLIFICATION

Whether playing a leading or supporting role around Content, Earned Media, and Social Media; we are constantly thinking about the shot, the headline, the clip, the sharable experience or the post.



INFLUENCER

160over90 is uniquely positioned to connect brands to the right social media ambassadors to extend activations beyond any specific footprint to drive added business results.

WHAT WE DELIVER



TICKETED EVENTS

160over90 has the resources, experience, and expertise to develop logistics & guidelines for owned events, create revenue models, and manage every element of your activation from planning, budgeting, and fabrication to set-up, on-site guest management, and execution.



HOSPITALITY/FAN EXPERIENCE

End-to-end execution of curated experiences, from invitations to event and everything in between: booking, accommodations, itineraries, on-site concierge and coordination to provide a truly one-of-a-kind occasion that makes your guests feel valued. Home, away, pre-game, on the sideline or even sailing on the sea, we develop memorable moments.



GRASSROOTS

We concept, plan and develop grassroots marketing programs of all sizes and reach all communities. Whether on-premise or off, rolling or stationary, celebratory or sharing pride, rewarding fan loyalty or expanding a tribe, we connect to consumers in local, authentic and memorable ways.

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THANK YOU