



ONE SIXTY NINETY

An Endeavor Company

Connection ✨
ONE SIXTY Over NINETY
Transaction

Insight →
ONE SIXTY Over NINETY
Instinct

Culture 😊
ONE SIXTY Over NINETY
Everything

We believe
the best
communication
results in a
human reaction.

A pause. A laugh. A nod of recognition. When you tell an interesting story in an engaging way, people react positively. In fact, our company name—which refers to an elevated blood pressure reading—reflects our deep-rooted desire for audiences to have a visceral reaction to our work.

160over90 got its start in Philadelphia in 2001, originally in the consumer branding space. Thanks to the vision and good faith of a forward-looking nun, we forayed into higher education in 2010 and have since become a nationally recognized leader in the space, growing our portfolio to include many of the nation's top colleges and universities. But by design, 160over90 also maintains a strong foothold in entertainment, sports, lifestyle, and media, bolstered by our alignment with global culture giant Endeavor in 2018—a strategic move to expand our footprint, offerings, and perspectives to better service clients.

Today, 160over90 boasts more than 650 employees with offices in Philadelphia, New York, Los Angeles, St. Louis, Atlanta, and Charlotte, as well as globally in Europe, Asia, and Australia. (Philly remains home base for branding.)

We're full-service, digital-first, and heavily indexed on cultural insight, access, and influence. And we continue to evolve our capabilities and redefine what you expect from a creative agency, so that we're better positioned to help organizations articulate who they are, what they stand for, and why it matters. But what makes us different isn't just what we do—it's how we do it. Our creative is emotionally engaging, and our content is grounded in fundamental truth.

And no matter the category, when it comes down to it, we're all human. We're all moved by powerful stories. And it just so happens that sparking reactions is our business.

ENDEAVOR



ENTERTAINMENT



FASHION



EDUCATION



ARTS



SPORTS

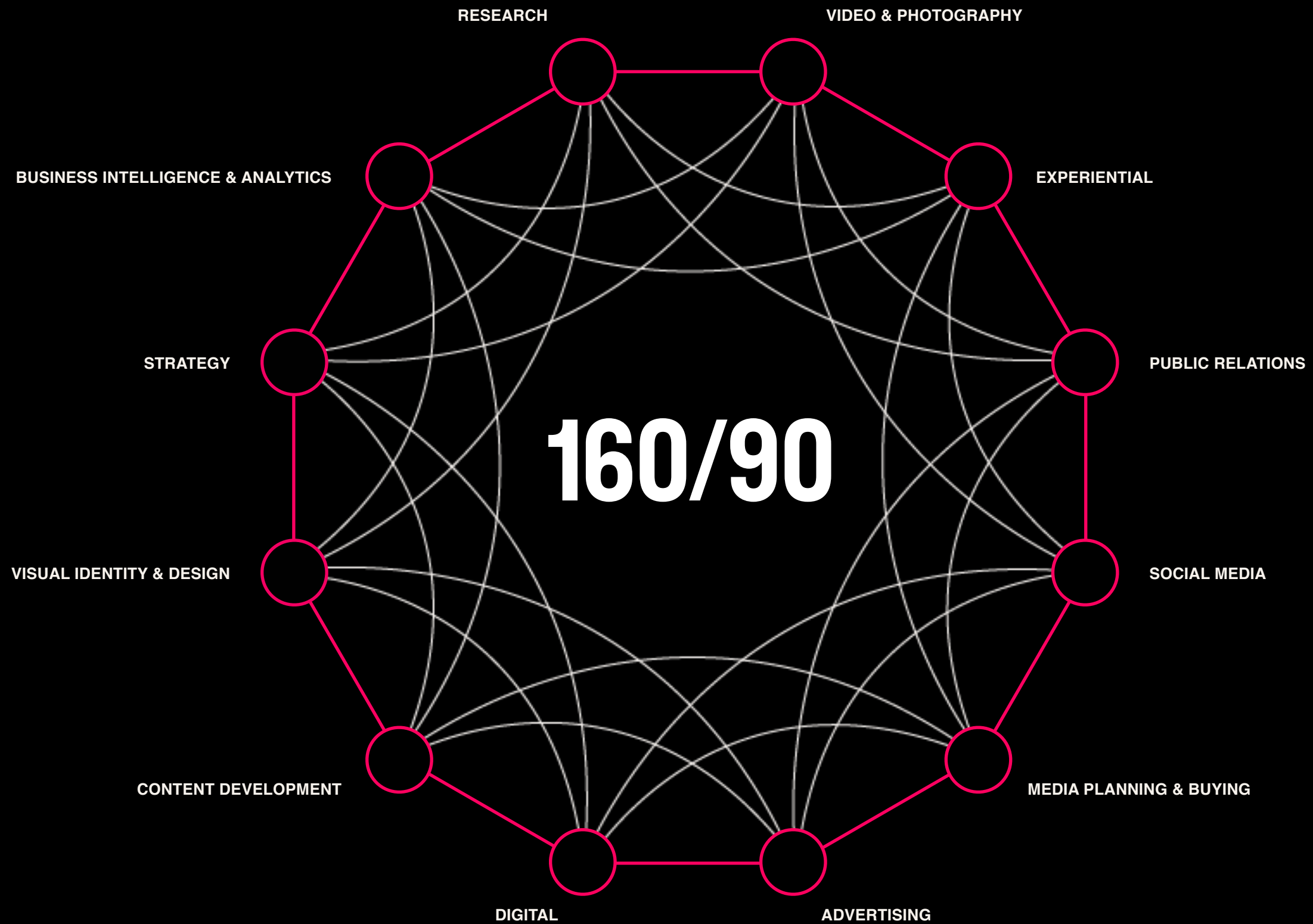


LITERARY

We're a
one-stop
shop.

160over90 is a full-service creative agency. Brand storytelling is at the heart of what we do. And we complement this expertise with research, branding, analytics, media, digital, video, advertising, 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.

Services



Locations



ESPN



Ferrari

Yale

LIGHTLIFE™

VISA



MARRIOTT



NETFLIX

THE UNIVERSITY OF ARIZONA



KING RANCH



UNIVERSITY OF VIRGINIA

We
fundamentally
hold inclusive
values.

In client partnerships and within our industry, 160over90 and our parent company, Endeavor, have made a commitment to support greater equity and inclusion and are actively working to change the public discourse on diversity.

Endeavor proudly represents critical voices in today's social justice conversation, from Black Lives Matter co-founder and community organizer Opal Tometi, to youth poet and activist Amanda Gorman, to news/politics commentator Van Jones.

In Summer 2020, 160over90 and Endeavor launched a virtual *Summer Series* program to provide access and education to students who do not have a direct path into the entertainment, sports, and fashion industries. This past Fall, we played a leading role in the inaugural *Social Justice Now Film Festival*, and Endeavor Content co-financed and co-produced an award-winning documentary, *Giving Voice*, that's airing on Netflix.

Most recently, we partnered with Michael B. Jordan to present *The Hoop Dreams Classic* (held Dec. '21) to celebrate the value of community, education, and Black college experiences. And 160over90 assisted with the launch of his own creative/branding agency, Obsidianworks.

Our work on LGBTQ+ advocacy includes a partnership with GLSEN and the launch of the #Pride365Pledge, encouraging ongoing advocacy from corporate partners beyond Pride month.

Internally, we created a task force, *We The Change*, that's rethinking the way 160over90 operates across our partnerships and within the marketing industry at large, making the agency a more inclusive and equitable place. We also launched employee-led shared interest groups—among them the Asian Coalition of Endeavor, the Endeavor Black Collective, Endeavor HOLA (Hispanic or Latinx Alliance), Endeavor PROUD, the Endeavor Veterans Committee, and Women of Endeavor—that help educate and communicate within broader 160over90. And we regularly conduct Global Pulse Surveys and Bias Awareness Training across businesses, demographics, and geographies.

The Endeavor Foundation has pledged support for the NAACP Legal Defense Fund, Color of Change, the ACLU, Southern Poverty Law Center, and Art for Justice, among many other organizations that align with our corporate pillars of equity, democracy, and industry inclusion.

And of equal importance, our teams are diverse by design and represent a variety of unique backgrounds, viewpoints, and skill sets.

SUMMER SERIES



NANCY JOSEPHSON
PARTNER, WME



MATTHEW BASKHAROOM
AGENT, NON-SCRIPTED TV, WME

TELEVISION + STREAMING 101

MONDAY, JULY 6
3:30pm PT | 6:30pm ET

TUNE IN HERE



ROMOLA RATNAM
SVP, SOCIAL IMPACT,
ENDEAVOR



FIONA RYAN
DIRECTOR, CLARA LIONEL
FOUNDATION



RENÉ SPELLMAN
IMPACT CONSULTANT AND
FORMER DEPUTY CAMPAIGN
MANAGER

SOCIAL ACTIVISM THROUGH THE ENTERTAINMENT INDUSTRY

THURSDAY, JULY 9
3:30pm PT | 6:30pm ET

Michael B. Jordan Backs HBCU College Basketball Showcase: Hoop Dreams Classic



Michael LoRé Contributor @ SportsMoney



WE THE CHANGE!

GIVING VOICE



Van Jones



Amanda Gorman



Opal Tometi

To create pathways for underserved youth and help them achieve their full potential.



"I believe in role models, how they can influence people. It's important to keep kids on the right track."

- SHAQUILLE O'NEAL

Purpose ✨
ONE SIXTY Over NINETY
Perception

→
Innovation
ONE SIXTY Over NINETY
Imitation

😊
Partner
ONE SIXTY Over NINETY
Vendor

ONE SIXTY NINETY

An Endeavor Company

Thank you. 🙌