

160/90

Global

Let's make something the world
will obsess over.

—
Branding Capabilities

July 2024

ONE
SIXTY
—
NINETY

What's in our name?

A chill. A laugh.

A heart sent
racing.

160/90 is an *elevated blood pressure.*

Caused by a human reaction to something real.

Something that leaves you changed.

Culture



With a deep connection to the people, places, and properties that create culture—

160over90 builds breakthrough ideas that turn followers into fanatics.

novels

us

If you're into it, we're all over it.



160/90 / We're kind of obsessed. /

With everything that makes you feel something real. /

The deep things / The movement / The mission

The things that inspire sheer joy / Butterflies /

Big thrills / The chills / Happy tears / Deep thoughts →

160/90

Because culture isn't just one thing.

It's

all the movements / all the moments / leading up to

everything

that motivates / that pushes us /

that makes us

/ you / me / everyone

laugh / cry / stand up /

feel

galvanized / together /

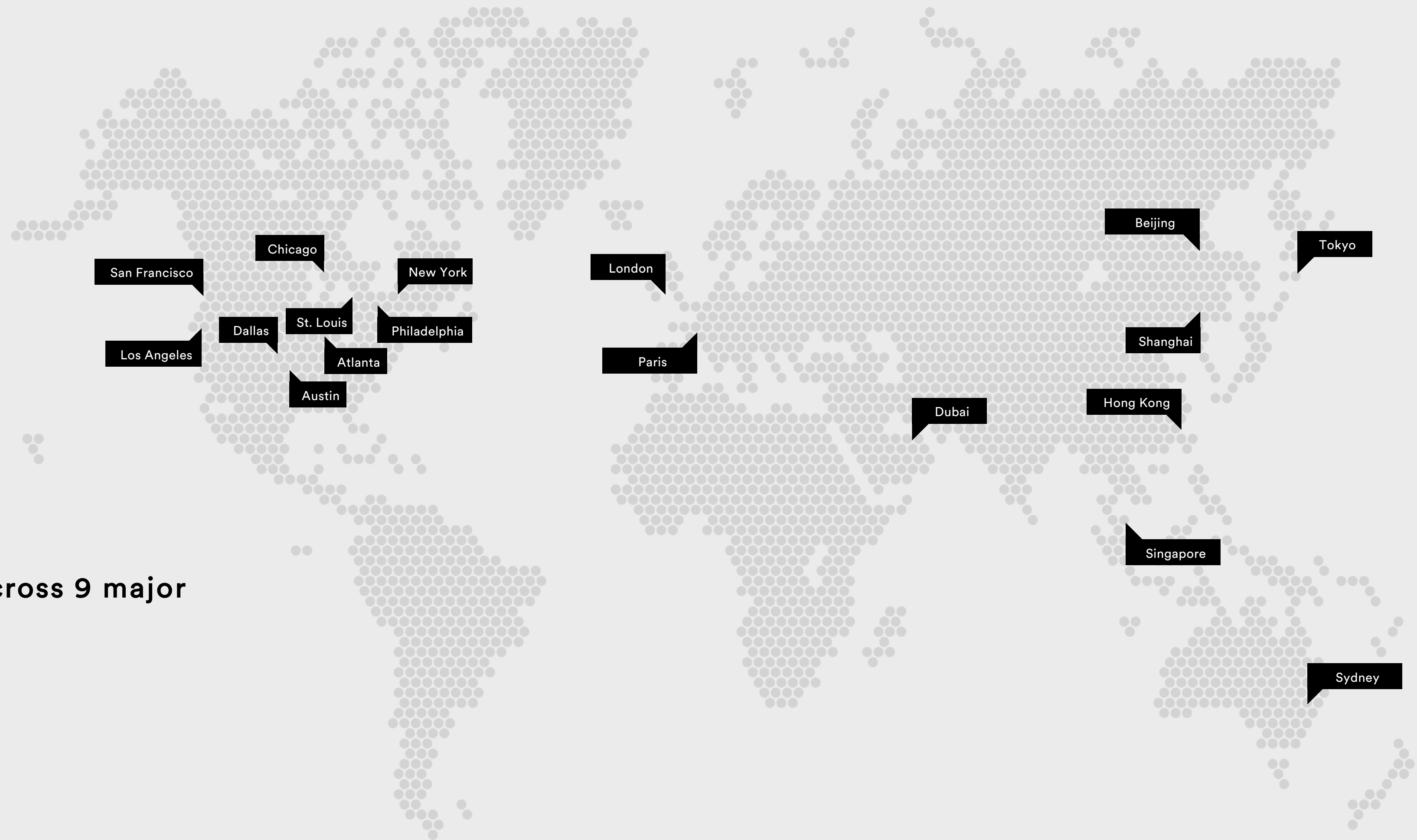
connected.

Culture comes from all over.

And we've got it covered.

160/90 has 800+ employees worldwide; across 9 major US cities and another 9 globally.

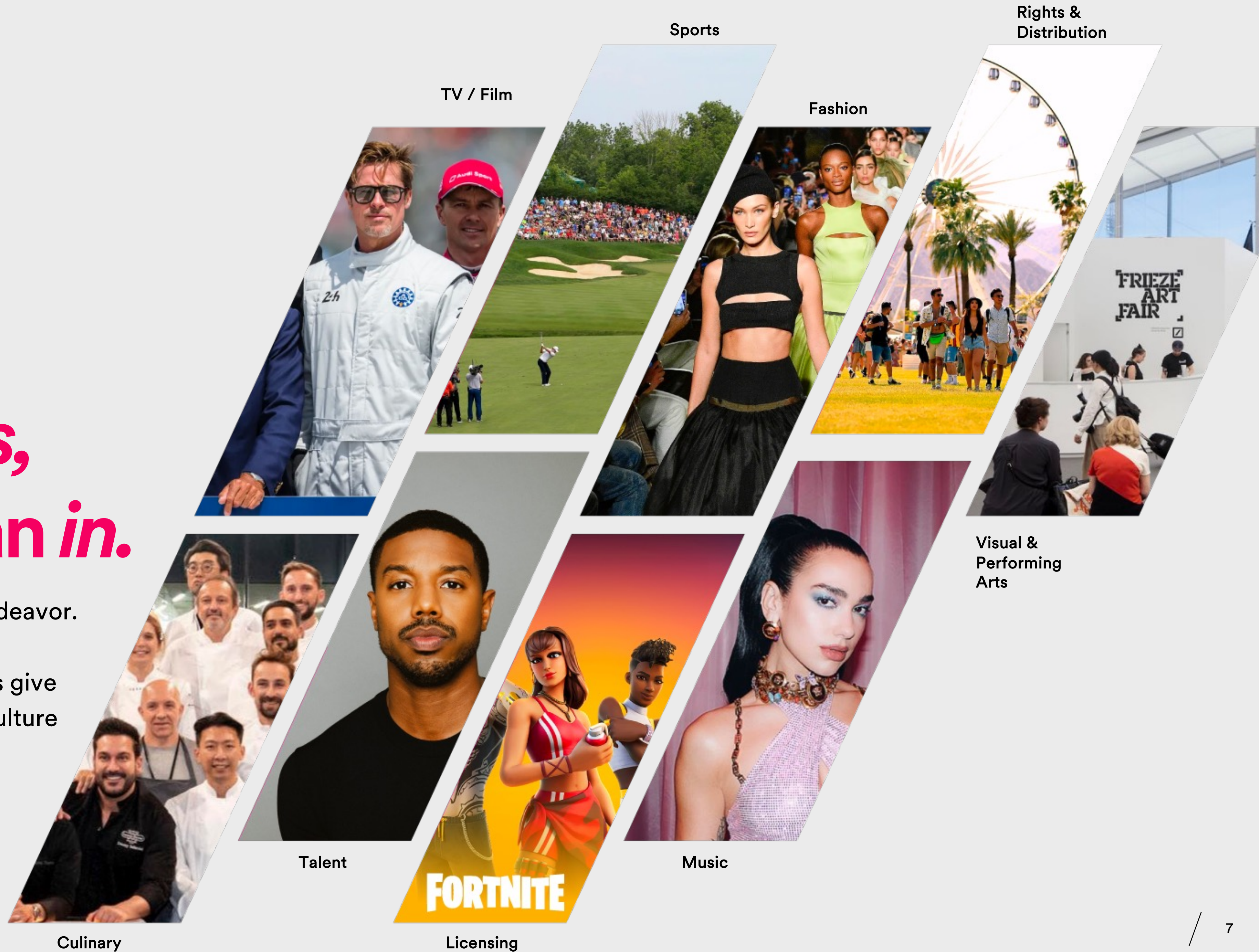
With access to a wider network of 10,000+ Endeavor colleagues.



Whatever the *next it is*, we've got an *in*.

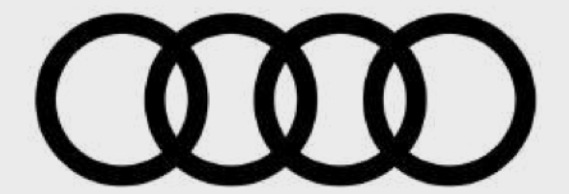
160over90 sits at the heart of Endeavor.

Our connections and co-creators give you first looks, fresh takes and culture cred in all things.



Turning *fans* *into fanatics* for brands like these.

A few of our clients →



Ideas from *all perspectives.*

Our expertise →

Research & Analytics / Partnerships & Sponsorships /

Cultural Strategy / Branding & Advertising /

Content Digital / Paid Media & Strategy /

Social & Influencer / Public Relations /

Experiential & Activation / Film & Video Production /

Entertainment Marketing / *Everything you expect* /

A few things that will surprise you.

Built to

Full service

All in

All access

go deeper

Ideas from *all perspectives.*

Our expertise →

Research & Analytics / Partnerships & Sponsorships /

Cultural Strategy / **Branding & Advertising** /

Content Digital / Paid Media & Strategy /

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A few things that will surprise you.

Branding

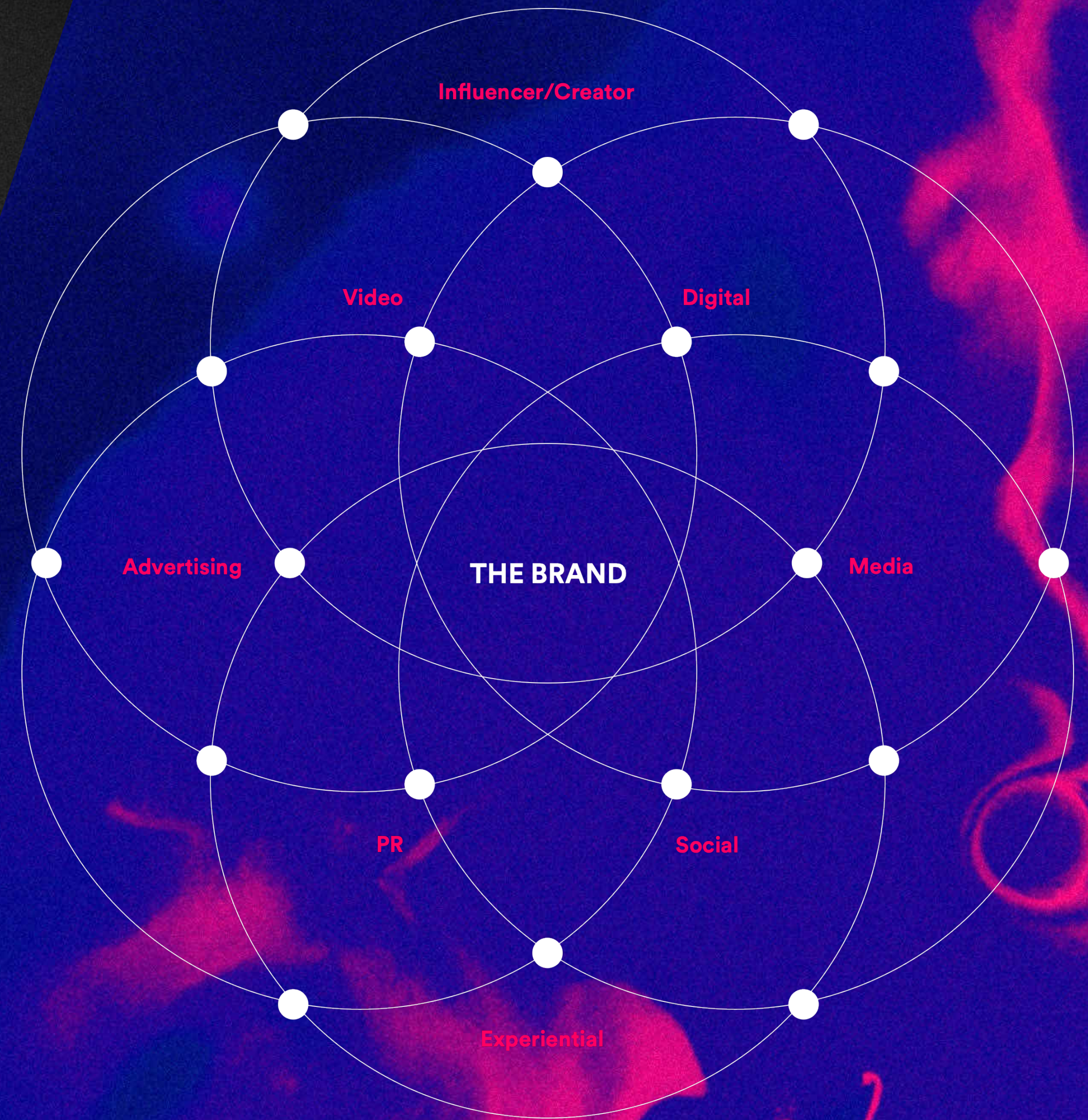
We help brands understand who they are, what they stand for, and how to best tell that story. Because a brand isn't simply a logo or a mascot. It's not a tagline or a campaign name. It's not even a design system. A brand is a cultural perception that resonates with audiences to drive business objectives.

GO
BIG
DIDS

OUR
LEGACY
HAS
NO LIMITS

Our Branding Services

- Brand Positioning & Purpose
- Storytelling & Messaging
- Voice / Tone
- Creative Expression
- Art Direction & Design
- Environmental Spaces
- Brand Architecture Systems
- Naming, Logo, & Visual Identity



Here's a breakdown of our brand process.

1 DISCOVERY
& ONBOARDING

**Learn it.
Live it.**

2 BRAND
STRATEGY

**Solve.
Inspire.**

3 BRAND
CONCEPT

**Create.
Explore.**

4 BRAND
EXECUTION

**Build.
Launch.**

Phase 1

1 **DISCOVERY & ONBOARDING**
Our collaborative process of uncovering your distinctive brand insights

Discovery (2 - 4 Weeks)

Project Kickoff Meeting

Discovery Questionnaire

Review Existing Assets & Research

Immersion & Interviews

2 **BRAND STRATEGY**
Our strategic roadmap to breakthrough communications

Brand Strategy (4 - 6 Weeks)

Define Audience Mindset

Establish Cultural Context & Category Opportunity

Develop Brand Purpose

Develop Creative Brief (2 Rounds of Revisions)

3 **BRAND CONCEPT**
The creative idea proved out in concept

Brand Concept (8 - 10 Weeks)

Craft Overarching Brand Platform (2 Directions)

Develop Proofs of Concept

Present & Socialize Brand Concept

Phase 2

4 **BRAND EXECUTION**
Bringing the concept to life to solve creative & business problems

Brand Build (Ongoing)

Develop Potential Key Executions

Examples:
Brand Guidelines
Advertising Creative
Social Media Strategy
PR & Earned Media
Video Content

Culture moves us.

Let us move you.

ONE
SIXTY
NINETY