

ONE SIXTY NINETY

An Endeavor Company

160over90

Credentials & Capabilities

Hello from 160over90.

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, by design, maintains a strong foothold in entertainment, sports, and media, bolstered by our alignment with global culture giant Endeavor—which expands our footprint, offerings, and perspectives to better service clients.

Today, 160over90 boasts more than 650 employees with offices in New York, St. Louis, Philadelphia, Los Angeles, Atlanta, and Charlotte, as well as globally in Europe, Asia, and Australia.

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 marketing agency, so that we're better positioned to help organizations articulate who they are, what they stand for, and why it matters.

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

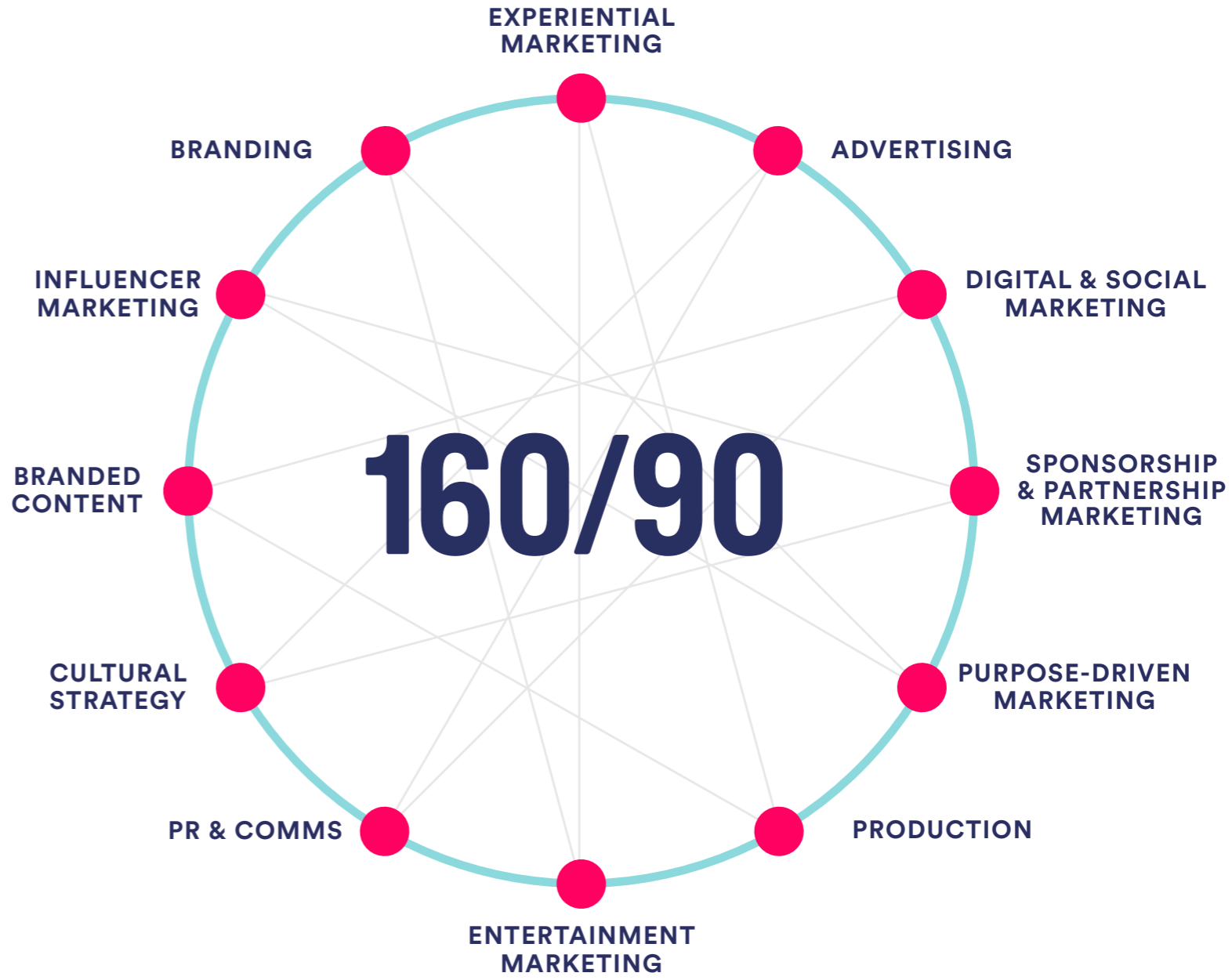
So let's dig in.

We're A One-Stop Shop.

160over90 is a full-service cultural marketing agency.

Making brands more culturally relevant is at the heart of what we do. And we complement this expertise with research, branding, print, media, digital, video, advertising, PR, 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.



Service Call-Outs

Research

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 that information and making it meaningful.

160over90's market research engagements are designed around a marketing outcome rather than a research outcome so that we can answer the all-important question: what's driving performance?

Rather than a templated research approach, we focus on customization to the client and the application of innovative tools and analytics techniques. This isn't research for its own sake, but a data-driven approach to help organizations stand out in the market and grow their brands. We help our client partners understand how customer behavior and market trends impact their business strategies.

PRIMARY RESEARCH CAPABILITIES

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

SECONDARY RESEARCH CAPABILITIES

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

Branding & Creative

Branding—including naming, graphic design, and copywriting—is one of the primary creative services the agency was first founded on 20 years ago and it remains an integral part of the firm's identity and a core strength today. Our copywriters are adept at writing short-form and long-form copy for brand messaging, websites, advertising, and brochures/collateral, among other marketing and sales materials. And 160over90's design work and experience with leading brands are widely considered to be the pinnacle of graphic design execution within their respective categories. By recruiting forward-thinking and innovative designers, the agency's work has been 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*.

Video & Photography

160over90's video team is comprised of creative directors, editors, video and interactive producers, and motion graphic designers, all universally fueled by video's unique ability to emotionally engage audiences. To accommodate extensive video work with clients, 160over90's Philadelphia office houses a comprehensive editing facility including edit bays, audio recording stations, and a live editing and review suite. Our production team also has deep expertise in lifestyle and studio photography, regularly applying a combination of the two styles to yield highly planned and stylized imagery capturing iconic campus architecture, student life portraiture, action sports, healthcare and tech innovation, and more.

Digital & Web

160over90 has a robust digital and interactive team with capabilities ranging from full website (re)designs to high-touch interactive. 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.

Service Call-Outs

Media Planning & Buying

The rate of change in the media landscape the past couple years has been faster than in the 20 years prior. Social media is now paid media. The programmatic industry is rife with low-quality inventory and overinflated metrics. The lines between search engine optimization (SEO) and search engine marketing (SEM) continue to blur. And advertising is now “content.”

Because 160over90’s in-house media planning services were originally rooted in more grassroots activation, our approach to media solutions has remained agile and innovative when it comes to constantly challenging the status quo.

Today our media strategists, media buyers, and analysts manage \$50 million in gross media annually. The team has extensive experience developing and executing comprehensive media campaigns and strategies—as well as conducting studies of media consumption habits, identifying channels, and reporting media trends. Media capabilities include full-service media planning and buying, performance media, advanced analytics, and research & insights. We have in-house expertise in concepting, creating, and trafficking campaign deliverables for broadcast, print, outdoor, digital display, programmatic video, paid search, and social media.

The hallmark of our media team is that we’re built the way audiences consume media, not the way media is purchased. We’re flat, fluid, and non-siloed, so your media team both plans and executes across all channels. And in the same vein, we plan media with a “customer experience first” mentality rather than a traditional “channel first” mentality, backing messaging up with the right frequency and consistency so our clients remain top-of-mind with target audiences.



PLANNING & BUYING

- Offline Media
- Online Media
- Media Plan Development
- Media Execution
- Negotiations
- Reporting
- Optimizations
- Barter/Trade



LIFESTYLE MEDIA

- Influencer Marketing
- Event Activation
- Guerilla Marketing
- Sports Sponsorships
- Product Integrations
- Web/App Development
- Gaming Integration/ Sponsorship



PERFORMANCE MEDIA

- Programmatic
- OTT/DRTV
- Paid Search
- SEO
- Paid Social
- Affiliate Marketing
- Direct Mail
- Email Marketing



ADVANCED ANALYTICS

- Custom Performance Dashboarding
- Predictive Modeling
- Media Attribution
- Brand Health Tracking
- 1st Party Data Analysis
- 3rd Party Data Integrations
- Data Onboarding / Cleansing

Service Call-Outs

Public Relations

160over90 employs dedicated PR & strategic communications practitioners who are trained to enlist, empower, and elevate leading voices in your organization—giving dimension to the overarching brand narrative and driving awareness, affinity, and reputation.

We staff the department and operate much like a newsroom, with trained journalists on staff and a strong focus on emerging/current national news trends. We pride ourselves on applying a consumer media mindset and taking research stories mainstream.

In that vein, we work extensively with national media outlets that business decision-makers are reading, as well as lifestyle, wellness, and culture pubs that gen pop audiences are clued into. Think *The New York Times*, *Wall Street Journal*, *Washington Post*, *USAToday*, *Forbes*, *Fortune*, *Fast Company*, *CNBC*, *NPR*, *Pop Sugar*, and *Cosmopolitan*.

In addition to highlighting programmatic and curricular innovations, we specialize in thought leadership and expert source commentary, elevating individual expertise and shares of voice while advancing an organization's big-picture narrative.

Partnerships

160over90 develops customized partnership marketing solutions that create meaningful connections with audiences. This includes strategies that align brands to properties (e.g., leagues, teams, events, festivals, tours), and talent (athletes, artists). We build fully integrated activation strategies that connects creative, content, and experiences with avid loyalists, and engages the next generation of audiences. We have strong relationships across the cultural partnership ecosystem, and understand the nuances between audience consumption influences/habits.

Experiential

As pioneers in the experiential space, 160over90 has spent more than a decade perfecting the art of consumer engagement. We marry unmatched cultural access and insights with bold strategic thinking, meticulous planning, and world-class production to create experiences that spark emotions, produce lasting memories, and bring brands to the center of culture.

Social

160over90's social capabilities start with data and are quantified by culture. Our process starts with social strategy (e.g., target audiences, competition, content, channel, conversations, insight mining, social listening). The strategic foundation then fosters creative/campaign development natively integrated into platforms. Because a reciprocal dialogue is paramount to a brand's social identity, we also develop relevant and analytical brand identities through community management to help brands connect and engage with audiences.

Influencer Marketing

160over90's philosophy is to develop authentic partnerships with creators who have powerful, important, and influential voices (large and small). We know brands expect tangible and measurable results from influencer marketing. And that consumers expect authenticity, transparency, and action from brands. We've dedicated years to pioneering methodologies to allow us to measure influence from top funnel to bottom with dashboards for our clients to see real-time understanding of all campaigns.

We Have A Front-Row Seat

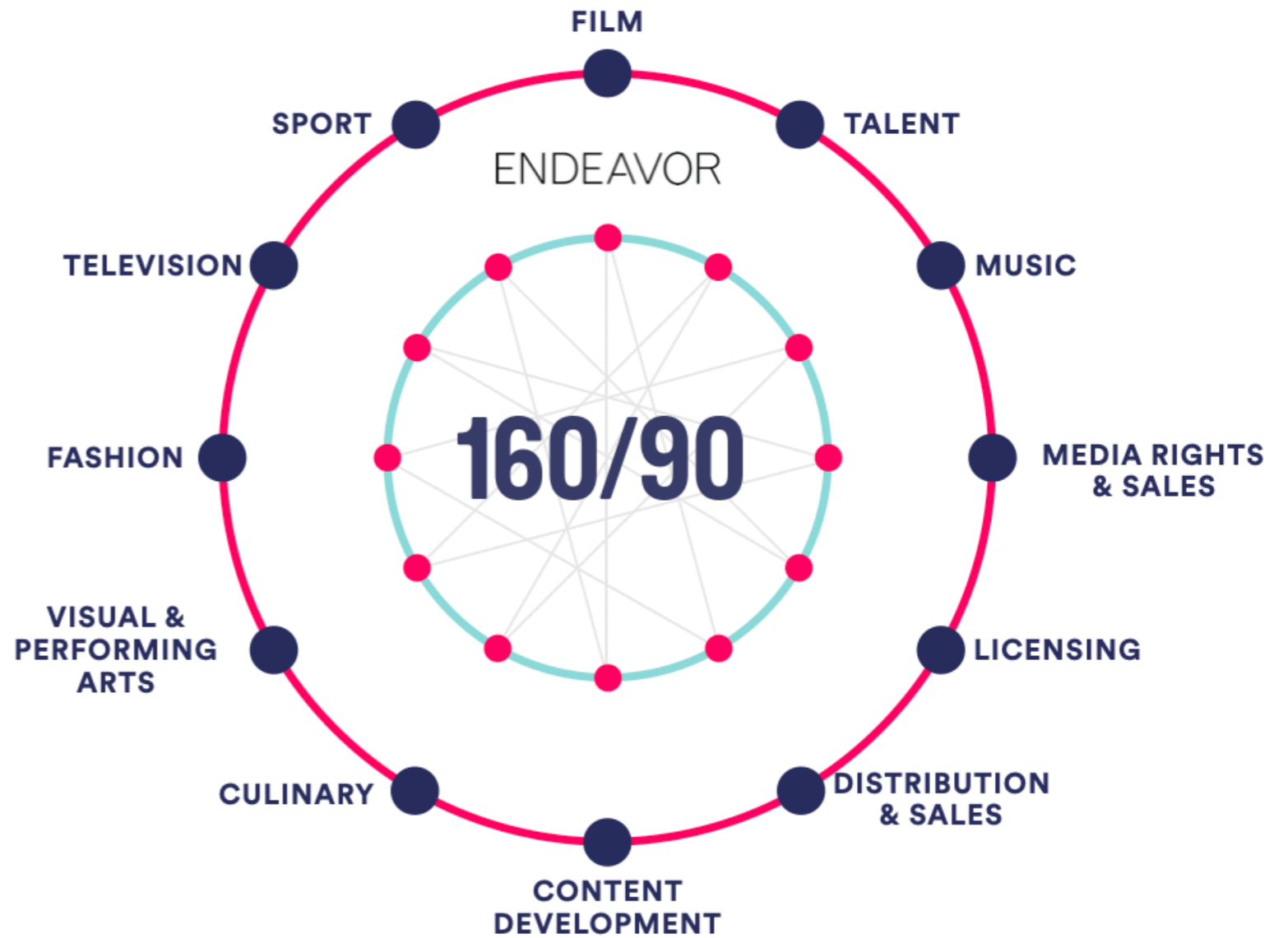
For All Things Culture.

From the vanguard beginnings of the William Morris Agency, to the advent of modern-day sports marketing by IMG, and to the bold formation of Endeavor—our company and clients have been a force of innovation for over a century.

Today, Endeavor—160over90’s parent company—is comprised of established and emerging visionaries, influencers, and culture-makers across TV, film, music, literature, the arts, fashion, culinary, and sports.

160over90 sits at the center of this global sports, entertainment, and media ecosystem—making us the most culturally connected agency in the world.

Our work is directly informed by the movers and shakers shaping today’s cultural zeitgeist.



We Cut Across All Categories.

When you only work in one industry, your perspective is limited—so you play it safe. And safe doesn't inspire your audiences or move the needle.

160over90 truly brings cross-category expertise given our partnerships across sports, entertainment, CPG, tech, finance, higher education, arts & culture, lifestyle, and nonprofits.

We've rallied fan bases for the Philadelphia Eagles, Cleveland Cavaliers, and Indianapolis Colts. Surpassed straight product plays and leaned into resource marketing for CPG brands like Pizza Hut, Budweiser, SuperPretzel, and Michelob Ultra. And cultivated high-net worth individuals for luxury brands like Ferrari and Mercedes-Benz.

We've changed dated perceptions for storied membership brands like AAA, reimagined brick-and-mortar retail for DKNY, Barnes & Noble, Lidl, and Sephora, and retained and enrolled customers for NRG Energy, Green Mountain Energy, and Edge Fitness Clubs.

We've established new brand narratives and visual identities for financial services organizations including PIMCO, IEQ Capital, and Hirtle Callaghan, and we've managed corporate communications and partnerships/sponsorships for Visa, Invesco, and Capital One.

We've grown awareness and advocacy for global organizations like the YMCA and Bono's ONE Campaign. Shifted preference for regional health care providers such as Einstein Healthcare Network, and authored cause marketing campaigns for Cardinal Glennon's Children's Hospital.

We've strategically recruited the best, brightest, and most diverse classes for Princeton University, raised national awareness for the University of Arizona, and rolled out multi-billion dollar fundraising campaigns for Yale University.

Simply put: we don't fall into the common tropes that specialized agencies often do. We are constantly gaining inspiration and honing our skills in diverse arenas.

Sharpening our tools in one industry prepares us for another, giving us a unique perspective on marketing that works. But while we draw inspiration from many sources, we approach every project as a new challenge and build bespoke solutions every time.



We Put Courage Over Comfort.

This is our mantra at 160over90.

And what we mean by it is that great work doesn't come easy—and it certainly doesn't come from comfort zones or a from a place of complacency.

By our definition, courage doesn't mean contriving a story or cooking up a flashy marketing stunt. It means putting a stake in the ground for what you stand for and can uniquely contribute, and then finding dynamic and compelling ways to share those truths with right-fit audiences—and in the process, not being satisfied with early or easy solutions.

We actively seek out purpose-driven organizations that are bold in their convictions and equally bold in their actions. "Tribe brands" that prioritize people and cultural understanding. That can look outside of themselves and celebrate a superordinate sense of identity informed by community need. That rally around a cause, mission, or belief system, and are committed to creating a platform to drive meaningful change.

In return, our promise to you is to respectfully push strategic and creative boundaries to help your brand achieve new levels of excellence, distinctiveness, and recognition.



Michelob ULTRA x NBA Jam



Invesco



Ferrari

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Thank you. 🙌