

ONE SIXTY NINETY

An Endeavor Company

1.17.2024

160over90

Capabilities & Experience

Culture over Everything.

At 160over90, we're uniquely driven by a desire to forge stronger human connections.

We believe the best communication results in a human reaction, so our work is designed with a universal objective: to create shared moments where people feel something real.

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 2001 as a consumer branding agency. 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.

And today, we also work across entertainment, sports, and media, bolstered by our alignment with global culture giant Endeavor in 2018—a strategic move to expand our footprint, offerings, and perspectives to connect clients in all industries with culture.

We're more than 800 people, all working to creatively make brands more culturally relevant from places like Austin, Philadelphia, New York, Los Angeles, St. Louis, Atlanta, and Charlotte, as well as globally in Europe, Asia, and Australia.

We're heavily indexed on cultural insight, access, and influence. And we continue to evolve our capabilities and redefine what you expect from a full-service agency partner, so that we're better positioned to help organizations articulate who they are, what they stand for, and why it matters.

For colleges and universities nationwide, this translates to heightened awareness and reputation, best and brightest classes, deepened alumni connections, and record fundraising support.

But 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.

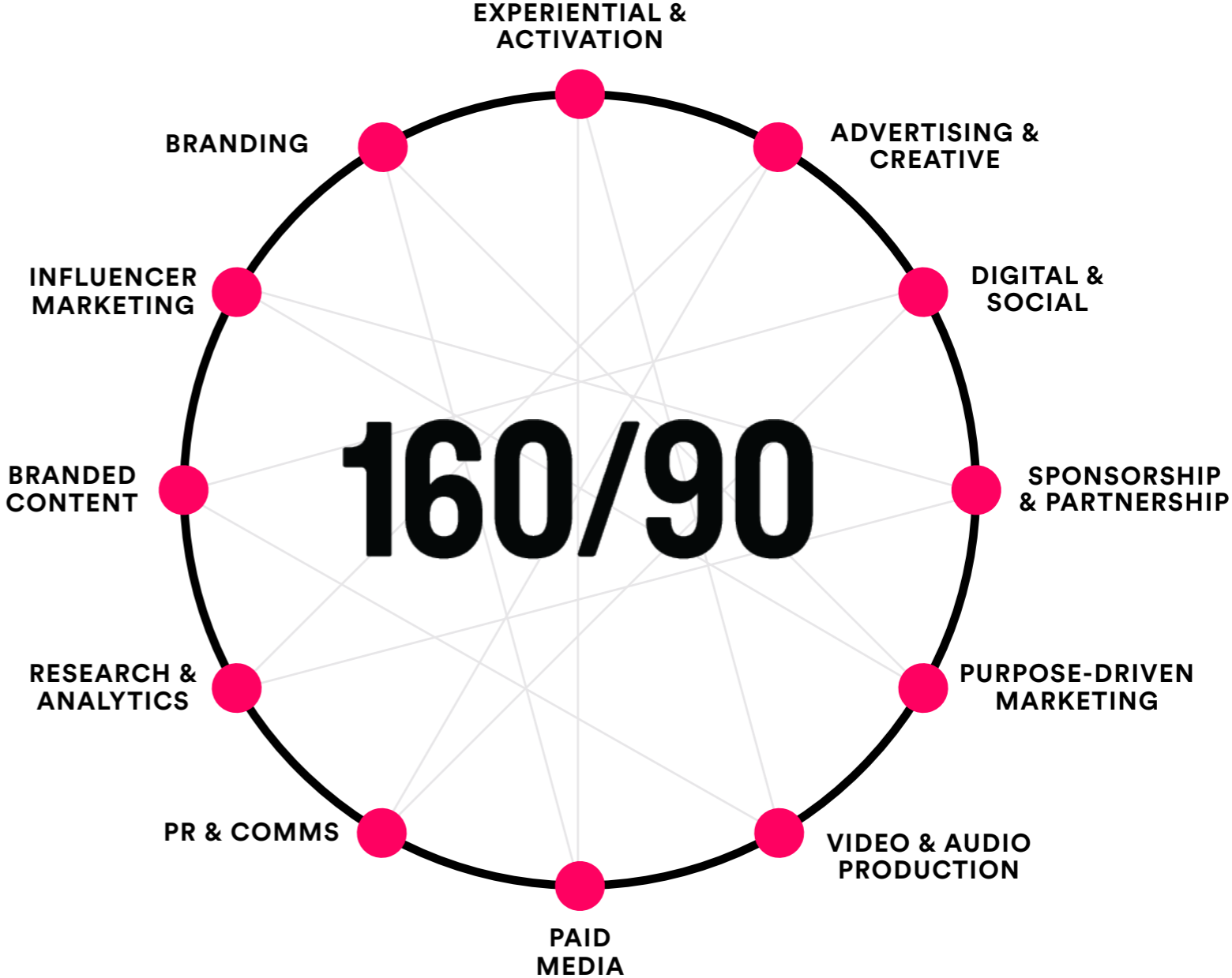
So let's dig in.

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 with research, branding storytelling, advertising, digital, video, 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.



We're a one-stop shop. (Continued.)

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 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 each 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 brand affinity. We help our 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

Creative—including graphic design and copywriting—is one of the primary 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- and long-form copy for brand messaging, websites, advertising, social, and print, among other marketing channels. And 160over90's design experience with leading brands 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 production team is comprised of creative directors, editors, producers, audio specialists, 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 branded content, audio, podcasts, and lifestyle/studio photography, regularly applying a combination of styles to yield highly planned and stylized imagery.

Digital

160over90's digital capabilities range from full website (re)designs and landing pages to high-touch interactive and digital campaigns. And while delivering beautiful work is always a goal, our digital experiences are designed to balance purpose, content, utility, and impact 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.

We're a one-stop shop. (Continued.)

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.

Our 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.

160over90’s media capabilities to the right 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



PERFORMANCE MEDIA

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



LIFESTYLE MEDIA

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



ADVANCED ANALYTICS

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

We're a one-stop shop. (Continued.)

Public Relations

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

We staff 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*.

We also specialize in thought leadership and expert source commentary, elevating 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, etc.). 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're a one-stop shop. (Continued.)

Leadership Communications

160over90 specializes in communications strategy and messaging platform development for academic leaders—particularly during times of transition and/or around milestone moments.

We ground communications in core truths shared by the institution and the individual leader. Then we create dynamic, engaging ways of storytelling and socializing priorities.

The agency is often engaged as leaders are first coming in and informing their leadership agenda, evolving a communications style, articulating a strategic vision, assessing modes and mediums of internal communications, evaluating opportunities for external thought leadership, and looking to elevate peer/national reputation, or softening the ground for alumni/donor support in the lead-up to a fundraising campaign.

Capabilities include:

- Strategic visioning
- Communications platform development and key messaging
- Go-to-market strategies to best reach and resonate with various stakeholder audiences
- Content marketing
- Earned media
- Social media thought leadership
- Speech writing (including seminal campus addresses)
- Speaking engagements and conference appearances

In each engagement, our process considers institutional priorities and individual passion points—shaping them in ways that both humanize and advance your brand.

We're connected to culture.

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

As part of Endeavor—the film, television, theater, sports, music, art, fashion, literary, and culinary powerhouse—160over90's work is directly informed by the movers and shakers shaping today's cultural zeitgeist.

ENDEAVOR

IMG
 frieze
 MADE
 WAVE
 FRIEZE ART FAIR
 UFC
 VERSITY
 MAILMAN
 THE WALL GROUP
 ENDEAVOR CONTENT
 ENDEAVOR STREAMING
 ON LOCATION

We wrote the book on higher education marketing.

160over90 has more experience in higher education marketing than probably any agency in the world—partnering with Ivy League schools, large public universities, elite private institutions, liberal arts colleges, and everything in between.

Of the leading universities, as ranked by *U.S. News & World Report*, we've partnered with UCLA, UC San Diego, Princeton University, Yale University, Stanford University, University of Pennsylvania, Duke University, Johns Hopkins University, Washington University in St. Louis, University of Notre Dame, Emory University, Georgetown University, University of Virginia, New York University, University of Florida, University of North Carolina-Chapel Hill, Wake Forest University, Tulane University, and Villanova University.

And within the state of Texas, we have experience partnering with institutions like the University of Texas at Austin McCombs School of Business, OnRamps at UT, Texas A&M University, Southern Methodist University, Texas State University, Texas Tech University, and the University of Houston over the years.

Across these partnerships, we're driving enrollment marketing; shepherding advancement and mega multi-year fundraising efforts; enhancing peer reputation, national awareness, and thought leadership; and creating institutional brand alignment.

Fun Fact: 160over90 has developed a series of agency publications to share our education expertise. Part advice manual, part case study, part competitive analysis, *Three and A Tree* offers insight into why mediocre marketing is rampant in the higher education community, and provides tactics for avoiding common pitfalls. The agency most recently published *Three and A Triage*, a living/breathing collection of thoughts, opinions, and insights on a whole host of education topics, from cause-based marketing and “big shiny giving campaigns” to good market research and what it means to be digitally led.



We establish internal alignment.

160over90 is adept at navigating complex, decentralized organizations; achieving proper levels of internal buy-in; and creating brand alignment that can cut through the clutter and register on an emotional level with audiences.

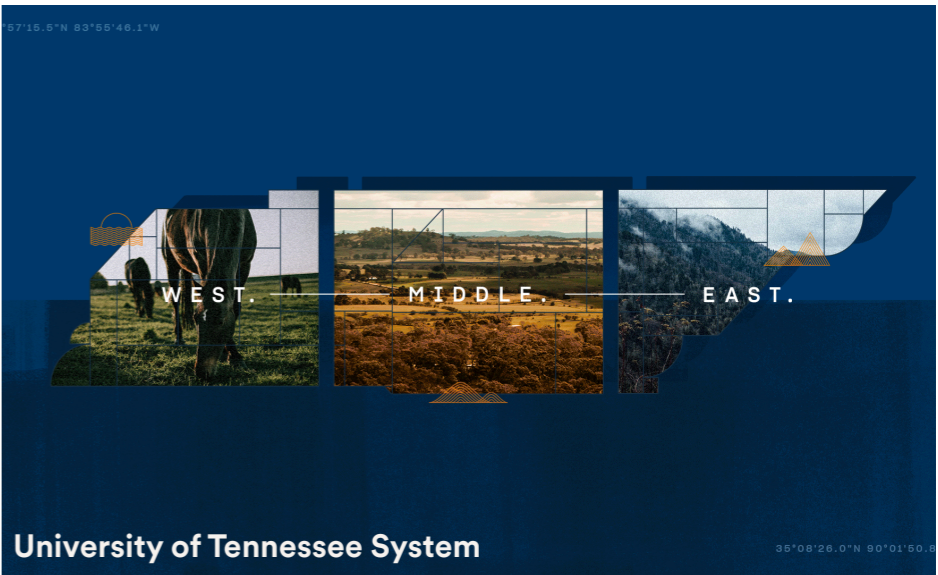
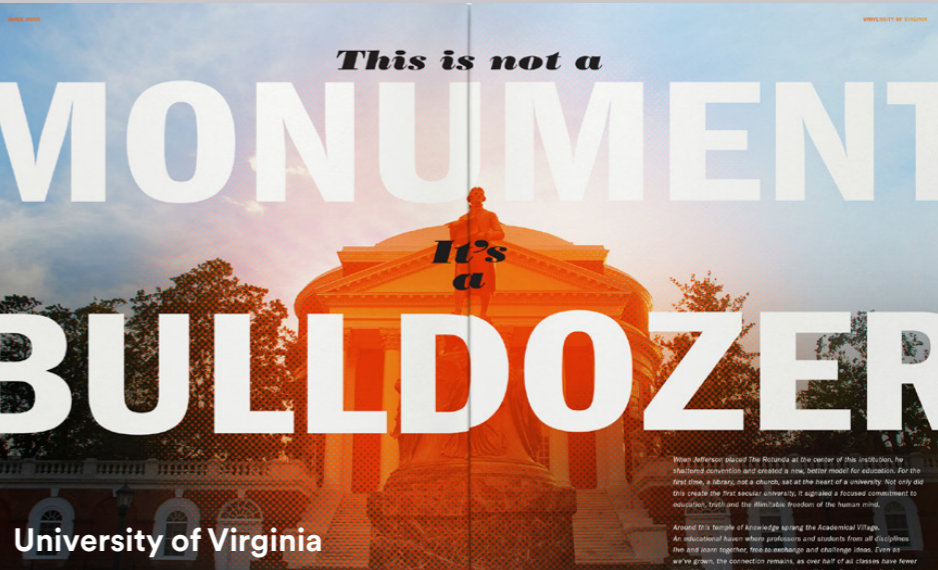
With large public research universities that boast powerhouse programs but lack an overarching brand promise—like UCLA, where 160over90’s opportunity was to unify an \$8 billion, 42-unit institution around a singular campaign.

And with individual schools and colleges operating within a larger educational ecosystem, directed to respect the parent brand but also requiring an ownable platform to showcase their discrete disciplines and differentiators. Our work with UVA is a best-in-class example, as we’ve partnered with every major school and institute as well as admissions, advancement, athletics, and health—developing a distinct but discernibly related creative expression for each.

Or conversely, we developed a cohesive brand reputation campaign for the University of Tennessee System—comprised of multiple campuses in Knoxville, Chattanooga, and Martin—to educate Tennesseans on the benefits the System provides to the state, country, and world.

No matter what front door we’re walking through, we’re well-versed in balancing a “master language” with “regional dialects.”

And we have a proven process for building brand platforms and launching marketing campaigns that are representative of the full enterprise—with an appropriate degree of flexibility for units or schools to embrace, internalize, and personalize the work.



We know college athletics & pro sports.

160over90 partners with the NCAA at the league level for media distribution, as well as athletics departments like the Virginia Cavaliers, Florida Gators, UCLA Bruins, Texas A&M Aggies, and Dayton Flyers. We know how important it is to strike a balance of athletic prowess and academic excellence.

From an athletics conference perspective—through our partnerships with the Atlantic 10 Conference, Mid-American Conference, and Mid-Eastern Athletic Conference—160over90 successfully featured all member institutions equally to articulate a broader conference narrative that resonated at the organizational level and across all key audiences, and promoted internal adoption and usage.

Lastly, 160over90 has extensive experience in professional sports across all major domestic (e.g., NHL, NFL, MLS, MLB) and international leagues (e.g., Premier League, Serie A, FIVB), professional teams (e.g., Philadelphia Eagles, AS Roma, Indianapolis Colts, Los Angeles Chargers, Detroit Lions, Cleveland Cavaliers, Arizona Coyotes), and leading consumer sports brands (e.g., ESPN, Adidas, Under Armour).

We recognize that authenticity comes above all else in the world of sports marketing, and we have deep experience building brand narratives and creative campaigns that can re-energize a region, deepen affinity with existing communities, and attract and engage new fans.



We cut across 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.

Beyond higher education and sports, we're equally immersed in all categories like CPG, automotive, hospitality, entertainment, financial services, health, lifestyle, and nonprofits.

We've changed dated perceptions for storied brands like King Ranch and AAA, and reimaged retail for DKNY, Pizza Hut, Save-A-Lot, Aramark, Barnes & Noble, Lidl, and Sephora.

We've grown awareness and advocacy for global organizations like the U.S. Soccer Foundation and Bono's ONE Campaign. Shifted preference for regional health care providers such as Einstein Healthcare Network and Pennington Biomedical Research Foundation, and authored cause marketing campaigns for the likes of Cardinal Glennon's Children's Hospital.

And we've redefined the current impact of cultural mainstays like the YMCA, the Philadelphia Zoo, the Florida Museum of Natural History, and the Franklin Institute.

Simply put: we don't fall into the common tropes that specialized [higher education marketing] 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 the techniques that work. But while we draw inspiration from many sources, we approach each project as a new challenge and build a bespoke solution every time.

Ultimately, what sets 160over90 apart from the competition is our ability to take the tools, tactics, and learnings from our consumer marketing experience, and respectfully apply them to higher education marketing.



Under Armour



Philadelphia Eagles



Ferrari

Ferrari

We champion DE&I.

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.

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.

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.

In higher ed, we’ve built distinctive brand platforms for HBCUs; elevated diverse experiences and perspectives as part of mainstream university storytelling; and advanced thought leadership work with Dean Erika James, who has been a vocal advocate for gender parity and reducing racial bias in business.

160over90’s racial and social justice task force, *We The Change*, developed and launched the Jackson State University Leadership & Legacy Speaker Series: an initiative designed to educate and inspire students about college realities, future career opportunities, and how to prepare for life after graduation.

We partnered with Michael B. Jordan to present (and create the brand identity for) the *Legacy Classic* as a celebration of Black college experiences, and to launch his own creative/branding agency: Obsidianworks.

And we won gold at the *Clio Sports Awards* for our "How Not to Suck at Money" campaign with Invesco QQQ teaching financial education/literacy to NCAA student-athletes—ensuring these underserved students understand key topics like budgeting, banking, credit cards, student loans, investing, moving out, and starting a career.



Case Studies

Please review the link below for a relevant mix of 160over90's experience.

This includes branding, visual identity, creative, print, video, and digital samples—as well as a detailed write-up outlining the scope of each engagement.

<https://work.160over90.com/Lamar-University/>



Dayton Flyers brand identity



San Diego State University brand identity



Invesco QQQ Legacy Classic brand identity



Virginia Cavaliers brand identity



Linfield University brand identity



Philadelphia Eagles x Operation Warm brand identity



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Thank you. 