

# IMMERSIVELY DIFFERENT.

ADVERTISING | MEDIA | DIGITAL | BRANDING | PR | STRATEGY

Our approach is to deeply immerse ourselves into the lives of our clients' customers. We need to truly understand what motivates those you're targeting before we can deliver work that truly motivates. It's a process that goes well beyond standard research and customary data digs. It's about being scrappy, nimble, proactive and curious. What it's not about is us. In fact it's not about you either. It's about those customers of yours and getting into their heads to change the way they think. That's what we do. Along the way we deliver tools like brand architectures, message matrices and actionable strategies so that together, we can deliver work that's as creative as it is effective.

## BRANDS WE WORK WITH



## LEADERSHIP



Ron Perine,  
Managing Principal + CEO



Sara-Beth Donovan  
Principal, President of Media



Andrew Wood  
Principal, Strategy



Kara Mitchell  
Principal, Client Service



Sean Crane  
Chief Creative Officer

6X NAMED TOP WORKPLACE

8X BEST PLACE TO WORK

12 YEAR AVERAGE CLIENT TENURE

31 CLIENTS

51 YEARS OLD

41 PEOPLE

80+ WORLDWIDE PARTNERS

100% EMPLOYEE-OWNED

GSA CERTIFIED