

# AGENCY AND BRANDING IDENTITY REPORT

**BETHANY COATS**

FCB- Ad

Ketchum- PR

360i- Wildcard

McKinney- Uber-Relevant

# THE AGENCIES

## AGENCY



FOOTE, CONE & BELDING



MCKINNEY

## FOUNDING

1873

1923

1998

1969

## HEADQUARTERS

New York, NY

New York, NY

New York, NY

Durham, NC

## SPECIFICS

150 offices  
90 countries  
8,600 employees

100+ offices  
70 countries  
2,400 employees

1 office  
625 plus  
employees

2 offices  
51-200  
employees

## CLIENTS





Foote, Cone and Belding is a globally recognized advertising agency. With nearly two hundred offices around the world, they are present and available to almost any brand at any time. A group of thinkers, creators, storytellers and technologists, FCB is devoted to creating buzzworthy ideas that change consumer behavior.

FOOTE, CONE & BELDING

### their philosophy

#### What- We Make Change Happen

We start by asking a simple question – what do you want to change? And while it’s helpful to change attitudes, the end goal is to change behavior. It’s remarkable the difference this simple question and this single-minded focus make. In particular, it is an amazingly potent springboard for great creative work

#### Why- We Set Potential Free

Most brands have enormous unrealized potential. We work with our clients to define this potential. And great creative work that is designed to create change – to change specific behaviors – is the key to unlocking this potential. Which helps brands grow, sustain or regain success.

#### How-We’re Brave Together

Brave is embracing change. Embracing something that you’ve perhaps not seen or done before. But which will utterly pulverize the status quo. Brave is transformative. But it is not a solo journey. It’s a together journey.

### working with FCB

FCB is company that does its best work on large and global brands. Because they have 150 offices in 90 countries, they are constantly available and can do specialized work for international brands. It would be unlikely that a small brand with little recognition would work with them because, though their work would probably succeed, other partnerships would be better. FCB has a legacy of working with well-known clients who are not looking to establish a brand, but to continue to tell their brand’s story and change their consumers’ behavior.

### why choose FCB

FCB is a great choice because they have an extremely large portfolio of successful work. From Coca-Cola’s “Bobby” commercial to the National Depression Initiative’s newest digital and social media campaign, this company is making changes across the globe. Combining traditional tactics with new strategies, they’ve been able to change the way we see advertising. Through their relevant and engaging campaigns, they’re making it clear what works in this industry.

OUR CAPABILITIES

- Advertising
- Digital, Social Media, Mobile
- Healthcare
- Brand Consulting
- Direct Marketing & CRM
- Strategic Analytics
- Institute Of Decision Making
- Strategic Planning
- Brand Engagement & Activation
- Experiential Events/ Sponsorships
- Retail & Shopper Marketing
- Total Market



Ketchum is a global Public Relations firm who has established a reputation for themselves that has stood the test of time. They are one of the most geographically diverse PR agencies in the world and are currently the leading PR agency in Europe. How do they do it? They start conversations, build communities, and engage stakeholders, all while having a little bit of fun.

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## what they do

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brand marketing. change management. corporate communications. food & nutrition. healthcare. social & digital media. technology.

## their philosophy

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two words remind us that great ideas shatter expectations. two simple words set Ketchum apart.

## break through

moving minds and messages with unexpected ideas. this is Ketchum's promise. to break through for our clients.

## working with ketchum

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Ketchum has a reputation for working with clients over long periods of time. This agency is definitely more interested in ongoing brand management, rather than project based relationships. The average time that a client spends with Ketchum is 5 years and over 25 of their current clients have been with them for more than 10 years. With global offices, they are also more likely to work with large brands rather than start-ups. In fact, they represent 13 of the world's top 20 brands.

## why choose ketchum

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Ketchum has nearly a century of experience in the Public Relations industry. They also have specialized groups within their agency that are trained to handle more specific projects and issues that are presented to them. The world of PR is growing and now include more creative content curation like digital and social media marketing. Having diversity in the services (i.e. Crisis Management to Social Media) gives them the ability to apply their specialities in new and innovative ways that will differ from brand to brand.

### WHAT MAKES US KETCHUM?

Two simple words remind us that great ideas shatter expectations. Two simple words set Ketchum apart. **break through**



360i is a relatively new digital marketing agency based out of New York City, NY. They're constantly focused on the world around us and how their clients can use that to connect to their consumer. Originally a mainly research based company, they've grown to hold many different specialties. They may be young but they have a fresh take on things and it seems to be working for them.

## what they do

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**social marketing.**

create meaningful conversations

**search marketing.**

get results on your own terms

**consumer insights.**

understand a changing world

**creative and technology.**

push beyond pixels

**measurement and analytics.**

find strength in numbers

**media planning and buying.**

the right placements, the right times

**mobile marketing.**

get it "to go"

**strategy.**

plan for the future

**digital education and training.**

learning the "what" and "why"

## their philosophy

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**change happens. we help you navigate it.**

At 360i, we realize if there's one thing you can count on, it's change. We also realize that if you can master this change, the opportunities are limitless. In a nutshell, that's what we do. We'll help you find your footing in a sea of constant, disruptive change and evolve how you connect with people in the digital age.

## working with 360i

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As a newer company, 360i does not have the same client base as some of the larger agencies. That being said, they have made a name for themselves in the industry and have started representing some larger companies. Brands that would do well working with 360i are those that are looking for a different take on traditional strategies and those who are up for trying something new.

## why choose 360i

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360i is an innovative company that has a fresh take on how to deal with problems in this industry. With a background in research, they deeply understand how to educate themselves on a problem and strategically solve it. They also are constantly educating themselves on new changes in culture, design and technology through what they call 360iU. Working with 360i is choosing an agency that takes risks and constantly reaps the benefits of taking those risks.



MCKINNEY

McKinney is a local advertising agency located just a few minutes down the road in Durham, NC. Though they are smaller than some of their competitors, they have a impressive history and portfolio of work that speaks for itself. They may seem like a typical small-town agency but they have a lot more to offer than one might expect.

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## why McKinney

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big ideas  
digital and integration  
innovation  
results

## employee “nuggets” of wisdom

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challenge conventional thinking  
catch people emotionally  
where honesty meets execution  
making something powerful happen  
goosebumps open up doors  
anything great involves some chaos  
challenge what's safe  
close your eyes and step off the cliff

## working with McKinney

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McKinney works with a variety of types of brands. As a smaller, local agency, they have a mix of both local and national brands. Now that they've expanded their offices to include a location in New York City, they've acquired even more national clients because of their access through that location. It is also important to note that none of their clients are global. One thing that all of their clients have in common is a strong brand personality. Whether it's a local client like Big Boss Brewing Company or a national client like Travelocity, it is clear what their brands stand for and care about.

## why choose McKinney

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Because of its size, McKinney is a great company to work with. They employ experienced strategists, but take on fewer clients than many of the big agencies. This smaller client portfolio allows them to spend more time on each client and really live with them. This also allows them to be selective with the brands they work on. This selectiveness ensures that the brands they work with are ones that they have a passion for and aren't just another client that they have to go through the stages with.