


MBOOTH
BE INSPIRED

M Booth

NEXT15

June 24, 2019



M Booth has established itself as one of the most progressive midsize agencies in the world when it comes to integrated campaigns, building formidable resources in all the areas that forward-thinking firms are investing in.

Paul Holmes, The Holmes Report
April 8, 2019

185+ TEAM MEMBERS

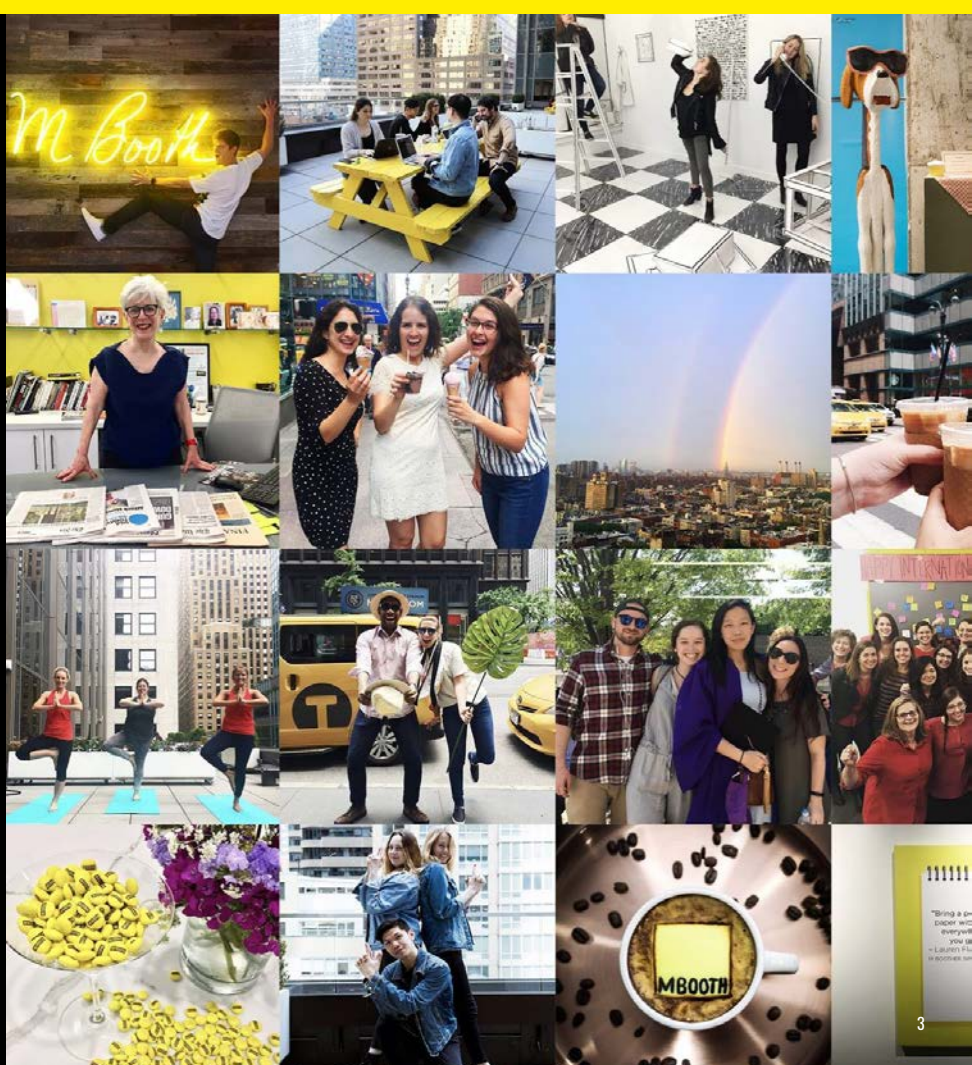
NYC HEADQUARTERS

Atlanta, Boston, Charlotte, Miami, San Francisco

EST. 1983

OWNED BY NEXT15

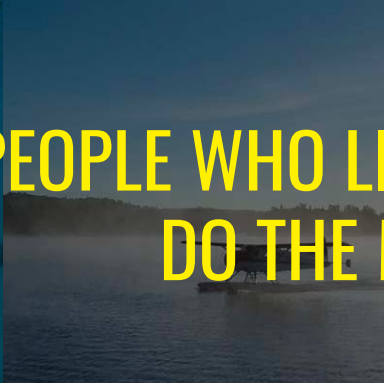
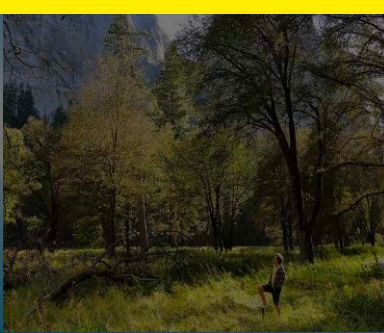
GLOBAL REACH





M BOOTH

BE INSPIRED



PEOPLE WHO LIVE THE MOST INSPIRED LIVES
DO THE MOST INSPIRED WORK.



WE'RE PROUD OF OUR PARTNERSHIPS



50+ MAJOR AGENCY & CREATIVE AWARDS **SINCE 2015**



DIGIDAY



SABRE AWARDS 2019

- ▶ Specialist Agency of the Year
- ▶ Consumer Agency of the Year
- ▶ Web-based Winner for
Tinder's #RepresentLove

2019 NORTH AMERICAN SABRE In2 Best in Show, Tinder #RepresentLove

2018 DIGIDAY, MOST COLLABORATIVE CULTURE

2015-2019 A TOP PLACE TO WORK

2015-2019 TOP MID-SIZED AGENCY

2016 OVERALL AGENCY OF THE YEAR

CANNES PR LIONS GRAND PRIX AMERICAN EXPRESS SMALL BUSINESS SATURDAY
CANNES LIONS (DIGITAL) GOLD, SILVER GOOGLE

M BOOTH



THREE PRACTICE AREAS. PERFECTED.

CORPORATE

- + REPUTATION MANAGEMENT
- CRISIS + ISSUES
- EMPLOYEE BRANDING
- B2B + SMALL BUSINESS
- FINANCIAL
- EXECUTIVE VISIBILITY

BRAND MARKETING

- + BRAND STRATEGY
- PLANNING
- CREATIVE DEVELOPMENT
- EARNED MEDIA
- INFLUENCER MARKETING
- ACTIVATIONS/AMPLIFICATION

DIGITAL

- + SOCIAL STRATEGY
- CONTENT + DESIGN
- ACTIVATION
- PAID SOCIAL
- RESEARCH + ANALYTICS

OUR SPECIALTIES



Research and
Insights



Creative



Media Influencer
and Engagement



Content



Marketing and
Innovation



Experiential



Social/Digital
Strategy



Partnership &
Entertainment
Marketing



Issues, Crises,
Reputation
Management



Measurement
Analytics



Editorial and
Publishing



Cause
Marketing

M BOOTH CREATIVE

CONCEPTING

TRENDSPOTTING

CREATIVE
STRATEGY

CULTURE JAMS

INFLUENCER
SENSING

AUDIENCE
INSIGHTS

INTEGRATED BRAINSTORMS

M BOOTH
CREATIVE

CONTENT CREATION

ART DIRECTION

PHOTOGRAPHY

WRITING

PRODUCTION
& CONTENT

DESIGN

VIDEOGRAPHY

ANIMATION

CONTENT EDITING

MICROTRIBES: PASSION > POPULARITY

55%

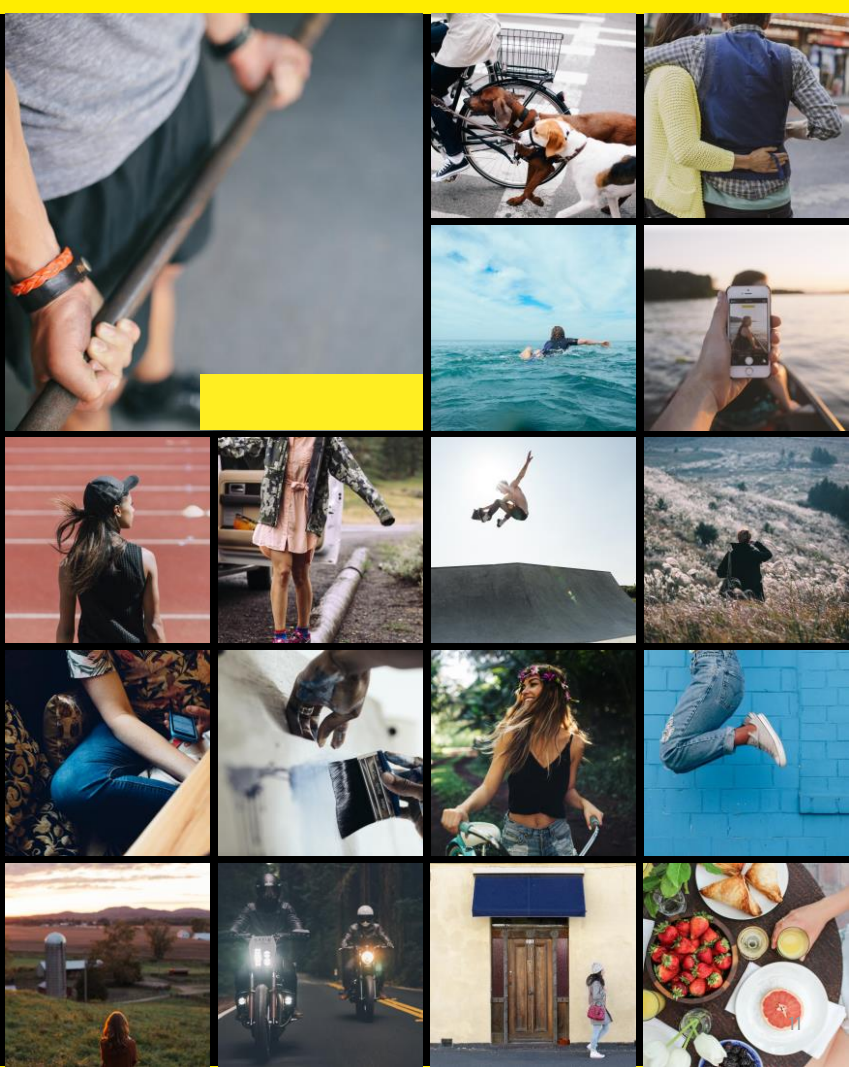
of Americans
consider
themselves part
of a microtribe

94%

of microtribe
consumers are
open to brands
entering their
community

59%

of microtribe
consumers are
more loyal to
brands that
reflect their
values



INTELLIGENCE ANALYTICS PHILOSOPHY



MEASURE OUTCOMES

Laser-focus on the exact attitudinal or behavioral shifts we want to achieve



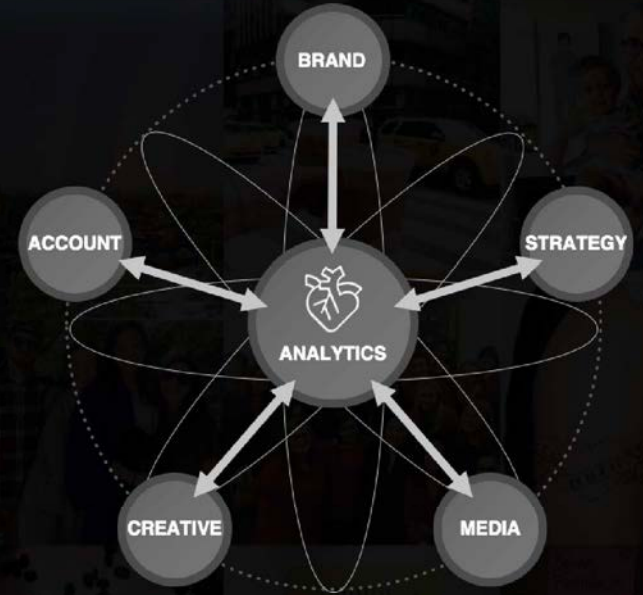
ASK THE RIGHT QUESTIONS

Focusing on the questions first lets us take charge of the data, not the other way around



BIAS TOWARD ACTION

Proactive, action-oriented measurement is in our DNA



INTELLIGENCE ANALYTICS OFFERINGS

KPIs

GOALS

**LEARNING
AGENDA**

**TEST
&
LEARN**

TAGGING

**PIXEL
TRACKING**

INFLUENCER

**EARNED
MEDIA**

SITE

**SOCIAL
MEDIA**

SEARCH

**COMPETITIVE
INTELLIGENCE**

**SHARE
OF VOICE**

**CATEGORY
TRENDS**

**SOCIAL
LISTENING**

**AUDIENCE
INSIGHTS**

**BRAND
HEALTH**

**LIVE
DASHBOARDS**



CHEERS

M BOOTH
BE INSPIRED