EXPERIENCES WORTH TALKING ABOUT
Endeavor

Healthcare thoroughbreds

You know us for our research, strategy, and change management capabilities,

But now we have the creative firepower to take you all the way through to executing on your vision.

We have supported national leaders in healthcare:

• 16 of the 20 “Honor Roll” institutions
• 9 out of the top 10 cancer programs
• 4 out of the top 10 pediatric hospitals
Endeavor Management acquired **RTRN Strategy**, a creative marketing firm with experience in fast-moving industries like **sports**, **gaming**, **automotive**, and **energy**.

To enable healthcare to find innovative ways from other industries to **reach their audiences**.

**XPERIENCES WORTH TALKING ABOUT**

Meet the team that’s **launched Rihanna’s cosmetics empire**, designed **user interfaces** for **Honda**, and **brought Fortnite to the world**.
Designing for the Future

As younger generations (Millennials, Gen Z) grow into your target demographics, they expect modern experiences, consume market messages differently, and are motivated by different emotional triggers.

You need to build your marketing messaging and brand experiences for them now.
Good brand experiences excite the eyes or the ears or sometimes both, but great brand experiences engages all the senses.

These great experiences are crafted in environments that can be physical, digital or combination of both where they are increasingly changed and enabled through technology.

Brand experience marketing leverages data, technology, and storytelling to provide sensory user experience to develop a meaningful and lasting relationship with the brand.
Produced 21 deliverables inside a $1.4M budget for Honda at CES

A Badass Experience Design Team

Our Experience Design Team has worked across the globe with indisputable leaders of fashion, culture, automotive, technology and design.

We craft the design, development and production of branded activations and content across all media formats, physical or digital.

Our team’s work includes:

- Nike Super Bowl
- Adidas Flagship Retail Launch
- YouTube & Google Pixel at SXSW, Sundance, Coachella
- Honda / Acura CES & LA Auto Show
- Fortnite Product Launch
Design Principles

WE DO THIS BY ADHERING TO THESE DESIGN PRINCIPLES...

1. Meet the people where they are
2. Engage the senses
3. Build community through shared experiences
4. Simplicity is key
5. Your environment is your platform
6. Create the aha! Moment
7. Make sure it is shareable
Brand Operations Culture

The intersection of Brand, Operations, and Culture is key to delivering the ideal experience.

We believe that culture and your brand promise are linked through the experience delivered.

We explore what promises are made and how those stack up against expectations – what you say, where you say it, and how well it resonates.

We intentionally examine the differences between functional needs (what is done) with emotional needs (how audiences feel about the interactions.)

When you are aligned with expectations you can create an exceptional experience and a sustainable competitive advantage.
T H A N K Y O U

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