

# WHICH ROLE IS RIGHT FOR YOU?



## Brain for Business

### Brand Strategy

Central point of contact for our clients and the hub of all activity

## Loves Instant Gratification

### Horizon Next

Performance focused clients who reap the benefits of driving sales overnight and brand overtime

## Math Geek

### Data Analyst

Makes sense of data and identifies trends that help our teams to build their media strategies

## Tech Curious

### Digital (Activation, Mobile, Programmatic)

Specialized units that help develop the right mix of efficient and effective digital investments for our clients

## Sporty

### SCOUT (Sports & Entertainment)

Amplifies client marketing campaigns in compelling live environments, sponsorships, and more

## Dealmaker

### Media Buying

Negotiates and secures the best pricing and enhances creativity and engagement for our clients; including first to market opportunities, unique integrations and sponsorships

## Geek Squad

### Information Technology

Comprised of multiple teams that front-end all technology provided to the company, including administration, workstations, applications and A/V services and support

## Do it for the Likes

### Social Media

Harnesses the full value of social media for our clients while pushing the boundaries of what's next; includes creative, influencer, strategy and marketplace buying

## People Curious

### WHY

Consumer Insights - Helps us to understand what really makes people tick and identifies cultural and societal trends

## Left Brain

### WHERE

Channel Insights - Uncovers insightful, actionable and measureable channel connections that move a business forward

## Search & Destroy

### Performance Media (SEO, SEM, Ad Operations, Campaign Management)

Dominate search results and drive the bottom line through auction-based paid search bidding and SEO website optimization