

## who

Catch is a New York based marketing, advertising and digital company that serves as a creative and strategic resource for a wide range of brands of all sizes, across a wide swath of categories, in both the US and beyond. We are independent of any holding company and truly consider ourselves a partner to our clients, and see their happiness and business growth as the only true measure of success.

## origins & ownership:

Founded in April 2010 by Arie Kovant and Doug Spitzer who previously founded AKA which was bought by Nitro to later become SapientNitro. Jason Dorin, the Managing Director is their 3rd partner.

## mission:

We are a growth agency, for our Clients and for our people to serve both big and small Clients wherever they may be. We are never satisfied and believe that the end of a process is a beginning to another and there is always room for improvement in the next execution.

## philosophy:

We practice the Beginner's Mind philosophy, meaning we keep an open mind perspective with no preconceptions even if we have experience in that category. This forces listening and to approach each business as though we are learning it again from the start which results in approaching each Client challenge uniquely.

## why:

Clients hire us on the belief that there is strength in a broad perspective. Silos can lead to closed thinking; a "sweet spot" can make us think we have all the answers. But insights are universal: what we learned in one space may sharpen our perspective in another, and so we feel fortunate to have worked in such a broad spectrum of verticals. Besides our belief that this is a benefit to our Clients, it is importantly a benefit to all those who have been part of Catch as it keeps our days more interesting.

## what we do:

### discovery & strategy

The research, background, history, current perceptions. The competition, best practices. The state of things, now.

**INTERNAL ASSESSMENT**

**EXTERNAL ASSESSMENT**

**COMPETITIVE LANDSCAPE**

**MARKET & CULTURAL TRENDS**

**AUDIENCE SEGMENTATION & PROFILES**

### brand design & exploration

The idea, the DNA, the driving force. The new voice, look, and feel of the brand.

**BRAND VOICE**

**LOGO IDENTITY**

**BRAND GUIDELINES**

**BRAND ARCHITECTURE**

**BRAND VIDEO**

**BRAND (LOVE) BOOK**

### creative concepts & messaging

A way to bring the new brand identity to life, create connections with target consumers, and generate buzz on media channels.

**CAMPAIGN CREATIVE TERRITORIES**

**CAMPAIGN GUIDELINES**

**DESIGN TEMPLATES**

**SALES & MARKETING COLLATERAL**

**DIGITAL PRODUCT DESIGN & DEVELOPMENT**

### go-to-market implementation

The outlets and channels to relaunch, break through the clutter, form strategic partnerships and continue growth after the rebrand.

**PAID MEDIA**

**EARNED MEDIA**

**OWNED MEDIA**

**SPONSORSHIP & PARTNERSHIP OPPORTUNITIES**

**EVENT ACTIVATIONS**

## client list

THE CARLYLE GROUP



CURACA



LOEWS  
HOTELS



GRAND | HYATT



## awards:

The only awards we focus on is ROI. Yes, really. But if our Client's want us to enter an award for the work we have done for them, then we will do so and gladly share in that pride.