

# ANTARCTIC

## CAPABILITIES

Antarctic is a full-service marketing, creative, and communication agency focused on creating work with purpose and social impact at its core. The studio is lead by creative director and founder Michael Yuasa. We want our work to contribute to making the world a more inclusive, sustainable and balanced placed.

In addition to offering full-service marketing services to fortune 500 companies Antarctic has an acumen in digital development often providing digital white-label support for select agency partners.

- Full-service marketing, creative and communication agency
- Headquartered in downtown New York City
- Privately held by senior partners
- Performance based, results-driven agency
- Digital first mentality

## PROFICIENCIES

Strategy –

Brand strategy and stratification, positioning, voice, messaging, customer segmentation strategy, messaging hierarchy review.

Traditional Media –

Purpose advertising and activations, consumer and B2B advertising, media buying, print, radio, TV sales collateral, POP, direct mail, brand identity development, experiential design and live event activation.

PR/Communication –

Campaign building, social media, press releases, PSAs, blogs, media events, media relations, press kits, editorials, advertorials, product launches and videos.

Digital Media –

Web development and management, iterative wireframing, familiarity with PHP, Ruby on Rails, React.js, email template design, email marketing programs (Mailchimp, Constant Contact) social media planning, mobile marketing, SEO/SEM best practices, online media buying advisement, app development and CRM programming, crowdfunding.

## CONNECT

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 /antarcticteam

 @antarcticnyc

 Antarctic

## SECTOR EXPERTISE

- Non-Profit Sector (Fundraising, Awareness, Action)
- Hospitality
- Food and Beverage
- Lifestyle
- Start Up
- Youth Culture

## CLIENTS & PARTNERS

- Ronald Mcdonald House Charities
- Compassion International
- vitaminwater
- SAGE (Services & Advocacy for GLBT Elders)
- Modo/Moksha Yoga
- God's Love We Deliver