

TOP 100

THE 2018 IT LIST

AGENCY PORTRAIT

broadstreet
PROVOKE. COLLABORATE. LEAD.

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HOW DO YOU DESCRIBE YOUR COMPANY?

For over 30 years, Broadstreet has created exceptional experiences in the delivery of strategic communication planning, meetings and events, employee engagement, digital and social media, brand experiences, learning and performance improvement programs and creative content.

We help corporations communicate better. We help people gain a deeper understanding of their brands. We help brands engage and inspire. We create programs and platforms that help influence and ultimately shift perception and behavior: What people think and what they do.

We help close the gaps that exist between teams, between corporate mission and vision, and its culture, between brands and consumers, between performance and high performance. We approach these challenges with highly targeted demographic, ethnographic, intellectual, and emotional communications experiences that inspire, engage, educate and influence business and consumer audiences.

HOW HAVE YOU CHANGED YOUR OFFERINGS OVER THE LAST FEW YEARS?

Our offerings have evolved by keeping our ears to the ground, following trends, and staying in touch with everything from pop culture to sport and academia. With that insight, we have focused on creating environments for self-discovery with more intimate, personalized, and bespoke experiences.

Additionally, we've added services to become more of a one stop shop for clients and to be able to manage every moment of the

audience's experience. We now have a logistics and meeting planning team that manage travel, hotel, F&B, as well as basic meeting services.

WHAT ARE THREE WAYS YOUR AGENCY EVOLVED OVER THE PAST YEAR?

Communication strategy, the ability to help brands tell compelling and memorable stories that move people both intellectually and emotionally, has always been our differentiator at Broadstreet.

We use proprietary methodologies to help clients uncover objectives and key messages that connect to their audience's needs, wants, fears and desires.

These efforts are captured in our new tag line: Provoke. Collaborate. Lead.

We provoke the status quo, ask the unasked question, foster new forms of communication and create opportunities for small, but incremental changes.

We collaborate with our clients to create unique experiences that embed themselves in the conscious and subconscious of the audience for days and weeks beyond the event.

We empower our clients to lead through this approach to strategic communications and, in doing so, change the way audiences think, the way they feel and, ultimately, what they do.





WHAT TYPES OF THINGS DO YOUR CLIENTS SAY ABOUT YOU, YOUR AGENCY, YOUR PEOPLE?

When you ask our clients about our work, you are bound to hear different things from different people. Some may tell you they've never had a company leave as deep and lasting impact on their sales force. Others may tell you we help them uncover, design, and deliver unique, passionate and memorable stories about their mission, their vision, their brand and their purpose. Others may mention that our production efforts are herculean.

We have two approaches to the design of our projects; the first we call the 6.78% Difference. Our ideas are 6.78% different. The number is made up, but the approach is to design a meeting or event that is not so different that it takes the audience out of its comfort zone, but different enough so that they recognize familiar messaging through a different lens.



The other is Think INSIDE the Box. It's easy to think outside the box, when there are no limitations, but that has nothing to do with the real world. We think of the box as a brand, our client's brand. Ideas may grow, expand the box, and even spill outside, but they must be rooted from within. This is not a mandate to narrow creativity, but a movement to refocus creativity within the four walls of our client's brand.

WHAT PROGRAM FROM THE LAST 12 MONTHS ARE YOU ESPECIALLY PROUD OF AND WHY?

Several of our programs over the past year have hit deep emotional tones with our clients' audiences. They talk about them months later. We believe it's a combination of our methodologies, our strategic approach to communications and our passion for creating exceptional experiences that transforms the way our clients think and feel about the projects we create.

