

BRAND ARC

AT A GLANCE

Simply put, our work is about content and ideas. We like a challenge and pride ourselves on being original. We love nothing more than pushing an idea to its limit.

WHO WE ARE

We are the leading independent Branded Entertainment agency. We connect consumers to brands via entertainment in more impactful ways than traditional disruptive advertising can do.

Rob Donnell, CEO and founder, decided to leave the big agency world. His vision was to create a company specializing in Branded Entertainment. In 2004, Brand Arc became Toyota's Branded Entertainment Agency, and quickly began to redefine the space through a series of industry firsts.

Building off those successes, we have grown into a thriving Branded Entertainment Agency working with clients like AT&T and Genentech expanding our scope of work to include brand building and strategy, creative development and production, enhanced by social media marketing.

WE ARE EXPERTS

We are a one of a kind creative shop with relationships, resources and a track record of doing groundbreaking work. We connect consumer brands and personalities with targeted audiences working across multiple entertainment platforms.

We drive engagement and generate measurable results in a world where traditional advertising continues to lose its effectiveness.

WE ARE DIVERSE

We are a small eclectic team of talented experts with backgrounds in advertising, entertainment, marketing, media and production. We all have and continue to develop strong, deep-rooted relationships with producers, studios, agents and distributors to generate exclusive opportunities for our clients.

We know how to amplify theme, tone and character for a brand. We can take a media budget, create high-value marketing assets and deliver effective brand lift, recall and awareness across all media.

This is the world we live in.

WHAT WE DO

Brand Integration

We identify, develop and execute storyline integration opportunities that are contextually relevant and generate positive brand equity across all platforms.

Creative Development & Strategy

We deliver an insight-based approach that provides the foundation for creating emotional bonds with consumers to convey the right message, through the right channel, at the right time.

Content Development

We create content, from ideation through execution, to successfully deliver engaging brand and consumer experiences.

Social Amplification

We specialize in implementing highly effective social campaigns that maximize brand awareness, community connections and engagement across all platforms.

ACCOLADES

2013 One Show Entertainment - Bronze Pencil
2013 Communicator Awards - Award of Distinction
2012 One Show Entertainment - Gold Pencil
2012 Cristal Festival - Sapphire Award

CONNECT

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