



the michael alan group

**NAME : THE MICHAEL ALAN GROUP**  
**WEBSITE: MICHAEL-ALAN.COM**  
**TWITTER: @MAGMARKETING**  
**HR CONTACT: EVA@MICHAEL-ALAN.COM**  
**RESUME: ERIN@MICHAEL-ALAN.COM**

As a live + digital agency, our specialty is bringing brands to life in an integrated & engaging way. Whether it is a headline-grabbing publicity stunt in Times Square or a strategic brand partnership, we pride ourselves on finding new & exciting formats for connecting brands with their target audience. Product launches, digital integrations, and national tours are just a few of the ways we inspire audiences to act. And we do it all in house.

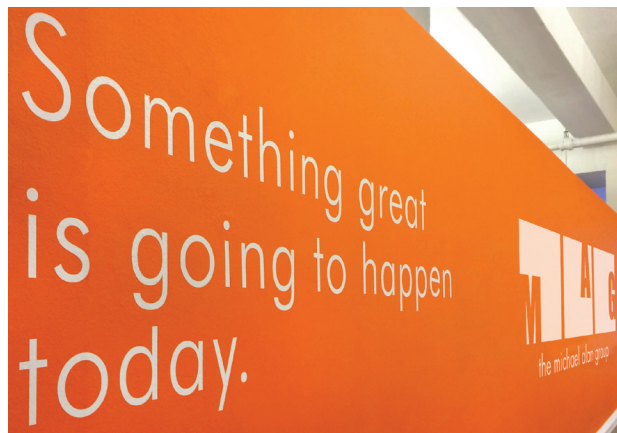
## A TASTE OF THE CULTURE

Our team will design it, build it, staff it, digitize it, align it with strategic partners to amplify reach, and ultimately, produce it. The same team that you met in the pitch process is the same team you will interact with daily & see onsite, walkie in hand, ensuring flawless execution.

We do all that – while always maintaining a “work hard, play hard” philosophy. We are lucky because our clients & our projects are fun – so we’d be crazy not to have some fun of our own during the process. Whether it’s spicing up internal meetings with “walk on” music for each speaker, or throwing impromptu rooftop happy hours, we check our egos at the door & truly keep it cool & collaborative at all times. As our COO likes to say, we keep it “fresh & profesh.”

## EMPLOYEE BENEFITS

401k, Profit Sharing, Work from Anywhere Fridays, Semi-annual Tuition Stipend, Gym Stipend, MAG Prize Wheel (we spin it in honor of birthdays, engagements, births, and even on some humdrum Tuesdays).



## EMPLOYEE ACTIVITIES

- MAG Volunteers – throughout the year, we shut off our phones & give our time to worthwhile causes around NYC
- MAG U – each quarter we bring in a speaker to educate the team on an industry-related topic. Past topics have included Trends in Digital, The Latest in OOH, and How to Shoot Like a Pro Photographer
- March MAGness – we’re just not sports people, so we created March MAGness. Each week in March, we host a cook off, creating things like comfort food, healthy sides, and dessert. Each week the winner spins the wheel, but in reality, we are all winners, because MAG employees can really cook!
- Massage Mondays – ‘nuff said

## THE OFFICE ITSELF

- MAG HQ has gotten a serious facelift within the last year & our digs are designed to espouse the “work hard, play hard” mantra we mentioned earlier.
- The office itself is an open floor plan, save for a few offices for the senior team.
- MAG North is where the magic happens. We’ve got a dart board (with no one’s face on it, promise), a putting green, a cozy lounge nestled next to a window, a chalk board for inspiration, and a STOP sign that invites people to fill in the blank. Most recently we have been encouraging people to STOP Collaborate & Listen. Previously we were STOPPING in the name of love, as well as STOPPING, Dropping, & Rolling.
- Accent walls throughout the office are painted to be within the MAG color palette & we’ve added small words & phrases of encouragement to further enhance the spirit of creativity. Large format images of campaigns past can likewise be spotted around the office.
- Our conference room, flanked by a giant white board, is where the magic happens. We’ve got comfy couches, our beloved prize wheel, and a giant screen for viewing content & inspirational cat videos on youtube.
- The MAG office is uniquely us – and we all like to think of it as our home away from home.