

ON BOARD

EXPERIENTIAL

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ABOUT OBE: We're an experiential agency built by a team of problem solvers. Where others see roadblocks, we see opportunities to go a different way. Our work takes us around the world, so we're accustomed to living out of our suitcases (and have become excellent speed-packers along the way). Take a peek into our "Go Bag" to see what essentials we can't leave home without.

1 BEATS HEADPHONES: OBE was founded in 1995 by fusing two passions: music and action sports. Today, these passions are a critical part of both the work we do and the agency culture we've built – whether it's developing international running events for Beats or blasting a shared Spotify playlist to fend off the Monday blues.

2 NAPKIN SKETCH: As a full-service, strategically-driven experiential agency, we are always thinking, creating, and evolving. We are an agency of collaboration – working across our in-house strategy and design teams in partnership with our account management and production departments to translate brand ideas from an impromptu napkin sketch to a full build.

3 TRAVEL ESSENTIALS: With offices in NYC, LA, and SF, we're well-acclimated to working across time zones and blending in as locals. Plus, with several event properties taking us around the world, our passports have their own take on the story of "Around The World in 80 Days." Just ask our team who traveled to 6 different countries in the last year alone for the J.P. Morgan Corporate Challenge running series.

4 MEMENTOS: We are a *people first* agency. Our employees and our clients are made better by having rich, full lives that balance a dedicated work ethic. (Take a peek at our annual company yearbook.) We celebrate our differences and are actively growing to create a truly inclusive work environment.

5 PAPER UMBRELLAS: We never say never to a happy hour.

6 SELF-IMPOSED HOMEWORK: One of OBE's core values is to *strive for better*. To us, this means being honest with ourselves, each other, and our clients – even when it means having tough conversations. A constant spirit of improvement is central to the work we do for our clients, our internal operations, and our day-to-day lives. In fact, we encourage it through a central theme at our annual all-agency offsites with essential reading to match. *Radical Candor* was a particular favorite. At our most

recent offsite (in Cabo, Mexico #HumbleBrag), we discussed *Grit* by Angela Duckworth – which inspired us to continually fuel our dedication to our work.

7 PHONE (DUH): Aside from being our mobile office when needed, our phones represent OBE's dedication to events as storytelling opportunities. We strive to create experiences worth sharing – where brand messages spread far beyond those in attendance at any one event.

8 EGGO SWAG: Though our roots are in music and action sports, we've grown immensely over the last twenty-four years. Our client roster has expanded industries to include tech, B2B, sports and lifestyle, and CPG. We recently added Eggo to our client roster as a result of our long-standing relationship with Kellogg's. We had a lot of fun counting waffle taste testing as critical "research."

9 GUMMY BEARS: ...because sugar 🍬

10 NIKE REACT SHOES: *We love our work.* So much so that it has become one of our core values. It may seem obvious to love what you do – but for us, it means reveling in the fast-paced, challenging, ever-evolving work of experiential and live events. This is where we thrive – and our long-term relationships epitomize the dedication we have to both our clients and our work. A prime example: Nike has been one of our nearest and dearest client partners for 20+ years.

11 PANTONE SWATCH BOOK: Whether it's aligning with the right audience or finding just the perfect shade of blood orange, meticulously inspecting fabricated collateral or outlining the appropriate KPIs for a project, we know that details matter. We strive for quality control from creative development all the way through onsite execution – we believe this leads to quality output while making a profitable impact for our clients.