



Describe your agency – what makes it unique and how are you different from the competition?

ENTER is a new breed of strategic partner that has successfully broken down the traditional agency model and opted for a leaner organizational chart that focuses on specific projects and real time solutions over everything. Our team has disrupted the industry without so much as a website or social media because of an industrywide reputation for executing campaigns against a wide range of conditions and delivering best in class creative, strategy and production across the country with an unparalleled speed and effectiveness.

What are your core strengths and how are you using them to serve your clients right now?

We have developed a tried and true approach to projects that combines a deep understanding of cultural filters that is grounded in experiential tactics. Our team functions with a 360 view of the marketing landscape with events and activations as the foundation and builds out a custom approach to each project that goes above and beyond just creative and execution on the production side. We are promoters, strategists, wranglers, expeditors, planners, influencers and communications experts all wrapped into one.

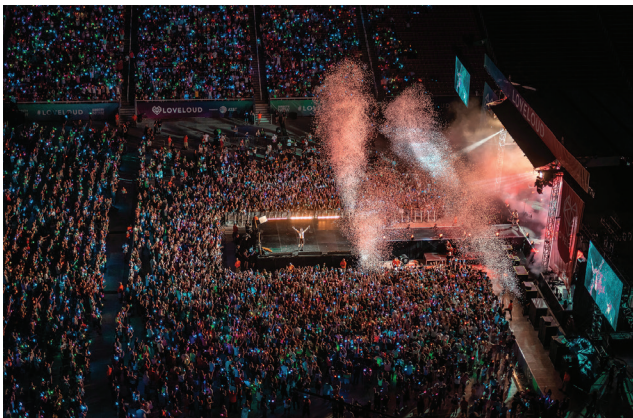


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Given your agency's successes, what approach and philosophy do you take to business

ENTER is born out of the hospitality industry and often leans on those principles of service to establish long term client relationships based on trust and commitment. We focus on clients and opportunities so that we consistently come from a place of solutions first with no project being too small or too complex for us to support. This willingness to prove ourselves has created deeper partnerships with clients and allowed us to build our agency through the years.

Advice your giving clients on how to win big as they go live in the current climate?

Consumers crave experience now more than ever, so we are advising them to be the brand that will provide those memories and you will win in both the short and long term. The pandemic has validated the true power of experiential over all other mediums and now is the time to harness those emotions and opportunities to advance your brand message and win hearts and minds of your consumer base.

What do your long-time clients say about you? Why do they come back year after year?

I think this speaks to a very deep trust our clients have developed with ENTER that is grounded in a long history of execution and delivering results at all costs. Our dedication to projects and our clients is something we have the highest regard for.

How are you continuing to evolve in the “post-pivot” environment”?

To be honest, ENTER never really pivoted in a traditional sense. Our commitment to live has not wavered and while we have had a lot of opportunities to share our approach over the last year and a half plus our belief in the power of experiential remains stronger than ever and we feel super validated with the pace of the industry rebound and return to live.