

MAGNETIC COLLABORATIVE:

Chatting about the evolution of experiential and their company along the way

CONTACT INFO

SAYHI@WEREMAGNETIC.COM
212.242.9000
WEREMAGNETIC.COM

This summer is a particularly special one for the Magnetic team. It marks their five-year anniversary, a big milestone for the company. When opening their doors in 2012, they had no idea what the future would hold – would they sink or would they swim?

Flashing forward to 2017, the company that started as a small, one-stop-shop production partner in NYC is now a global, award-winning experiential partner with a pretty impressive client roster and growing team. So, we think it's safe to say they are definitely swimming.

Here's an insider look at the team, where they've been, and where they're going.

A little bit about Magnetic, for those of you who don't know us (yet!).

We're a team of thinkers, believers, and doers brought together by a love for storytelling through experiences that feel warm, engaging, and inspiring, while remaining slightly unpredictable. These moments feel magical and effortless to our clients and their consumers – which is intended by design – but we all know that a lot of work goes on behind the scenes to pull a rabbit out of a hat, if you will.

What makes Magnetic so special is our talent and expertise, which enable all this work to happen under one roof. Our in-house staff consists of strategy, creative, production, technical production, detail drawings, architecture, 3D modeling, graphic design and more. In a nutshell, we are a hybrid of strategic thinking, client services, and a seasoned production shop: a trio that enables us to handle the creation of experiences from concept and design through execution, making us the perfect partner for the experiential and live event landscape.

Our expertise also allows us to ensure the quality of our partners and build out, to competitively and accurately price our activations, and to produce premium designs – but more importantly, unique designs that inspire content creation, social sharing and buzz from the onset.

Experiential has evolved over the years. So we've evolved with it.

We've been in business for five years, but our company's founders had decades of experience between them before opening Magnetic's doors. They were doing the first non-traditional, non-media format kind of experiential 10 years ago. Five years later, they launched Magnetic to give consumers what they wanted – experiences and marketing that follows suit.

In the beginning, experiential was a word that was synonymous with promotions and nightlife events. The explosion of technology soon changed everything. It created a more



interconnected world and spurred a culture that was looking for constant content to consume and share. At the same time, the rise of smartphones, laptops, and smartwatches, also meant that consumers were having more distracted interactions with brands.

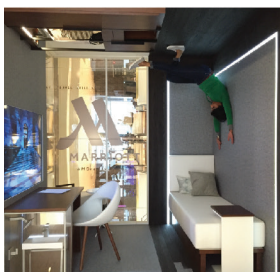
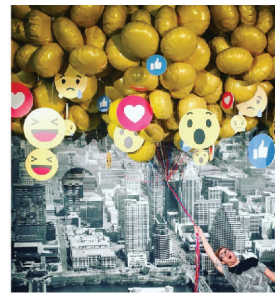
With that change, experiential became a more important format in the marketing mix. It offered a way to create more direct and meaningful interactions with consumers, and technology helped to bring physical experiences to life in new ways, with a much broader reach.

Even now, the industry continues to evolve. We've seen experiential become more closely tied to the art landscape, using installations and interactions as a way to "wow" and connect brands to culture.

Magnetic has grown and evolved with the experiential industry, to meet our clients' changing needs and provide a 360 degree offering of services. We started with a team of eight employees in NYC and a handful of clients. Since then, we've opened an



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office in London and grown to a team of 70+ with experts in everything from experiential design and production, to content creation, to PR and communications, and more.

We've been fortunate enough to have the opportunity to work with some of the most innovative and forward-thinking brands. Making us even luckier, they've embraced some of our craziest – and sometimes seemingly impossible – ideas. We recently turned a 24,000 square foot space into an immersive exhibition space for Netflix around the Emmy Award voting season, helping to launch its biggest voting campaign to date – think massive installations, interactive photo moments, and fun reception spaces all inspired by the Netflix shows we love. Oh, and one time, we literally defied gravity, collaborating with Marriott and Grey to produce the #MGravityRoom and generate excitement for the new Marriott room renovations.

It's been quite the journey, and we've learned so much along the way. Where we're going next, we're not sure – but we're ready and excited to see where the next five years take us!

