



# YOU. HEARD.

Strategy // Creative // Promotion

OUR  
IDEAS  
AMPLIFY  
YOUR  
IDEALS

WE EMPOWER SMALL TEAMS  
TO DO GREAT THINGS.

## About 816 New York

816 New York positions nonprofits and small businesses to explore their absolute potential, devise tangible strategy, launch timeless brands, and create consistent outreach.

Since 2009, our award-winning New York City brand strategy and communications agency has branded and promoted housing authorities & neighborhood development organizations, nonprofits, tech and energy businesses, restaurants, and other small teams.

[816nyc.com](http://816nyc.com)

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New York, New York

## What We Do

We are anti-noise, anti-churn, anti-bloat—all pure, driven purpose. Because our small team knows what it's like to be a small team.

### Brands

Brand reboot or brand-new, 816 New York positions businesses and nonprofits via purposeful, strategic methods. **We don't just build brands—we build brands up.**

By measuring and researching your past successes and failures, assessing visibility challenges, and evaluating messaging barriers, we align your goals with your public-facing persona. We eliminate brand confusion while positioning your group to adopt direct, meaningful communication with the audience and with each other.

In the end, we deliver consistent visuals and messaging, strong values, and brand loyalty.

### Campaigns

From short-run drives to year-long strategy, 816 New York's campaigns propel your message further. **We've won a few awards to prove it.**

Based heavily in communications strategy, we design and launch SMART campaigns that attract life-long fans and customers. We develop taglines and messaging, creative design and visual assets, and—perhaps most importantly—scheduling and monitoring so you can see in real-time the effectiveness of each tactic.

We know: small teams have limited budgets. So we match organizational objectives with campaign efforts, from day one, so not a dollar is wasted along the way.

### Projects

While not designers-for-hire, we do perform ongoing project work for carefully selected clients. **Our reputation is built on our reliable ability to deliver on time and on-budget.**

Projects we engage must be large-scale or long-form deliverables.

The 816 in our name isn't an area code. It isn't an address.

## 816 is a state of being.

August 16, 2013 marks the day our founder broke free of being stuck, struggling with a business misaligned with her purpose and identity.

It was do or die, kill or be killed, reinvent and rebrand, or continue on a tenuous path that was not lucrative, challenging, or exciting. Over several months, she restructured, redesigned, and relaunched as 816 New York. No longer just a creative-for-hire—reborn as a full-service strategic brand agency.

So.

**That feeling of stuck, invisible, or undervalued by your industry, team, customers? Totally get it.**

That suspicion that people misunderstand who you are or how you do things differently/better? That nagging guilt that the misperception might even be your fault? Yeah, been there.

If you seek a long-term partnership with an experienced team who can **take you from stuck to confident**, give us a shout.

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### Brand Consulting

- » Competitive Analysis
- » Market Research and Analysis
- » Company and Product Naming
- » Brand Positioning, Vision, and Purpose
- » Brand Messaging and Tagline
- » Brand Voice and Verbal Style
- » Brand Values and Attributes
- » Brand Architecture and Portfolio Strategy
- » Persona Development

### Creative & Design

- » Visual Image Review
- » Logo and Visual Systems
- » Brand Style Guides
- » Brand Briefs
- » Marketing Templates
- » Stationery Templates
- » Trade Show Booth Design
- » Signage Design
- » Print Design

### Promotion & Digital Strategy

- » Digital Strategy and Planning
- » Content Strategy
- » Cause Marketing
- » User Experience (UX) Design
- » Website Design and Development
- » Search Engine Optimization (SEO)
- » Email Marketing
- » Direct Mail / Print Campaigns
- » Infographics
- » Presentations and Case Studies

# BE. HEARD.

Robert Frost said, "Half the world is composed of people who have something to say and can't, and the other half who have nothing to say and keep on saying it."

**We agree.**



Too many consultants promise big results yet deliver numbers that mean nothing.

You're left with no clear way to quantify how many customers, subscribers, and leads have come by way of their efforts.

**If you want measurable brand strategy and lively communication, you've found it.**

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- » **Small business** brand case studies and strategic guide
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