

AGENCY 1903 | Fact Sheet

ABOUT AGENCY 1903

AGENCY 1903 was founded in 2010 by two of three partners of sunKING Digital, a 100% digital agency founded in 2001 whose work for Coca-Cola, Heinz, GE, Transitions and others won major and international recognition for its creativity.

With headquarters in Pittsburgh, Pennsylvania, and satellite offices in Miami and Los Angeles, Agency 1903 is bringing more technological competency and capacity to the advertising agency space.

As “social” dominates the interactive discussion, we’re looking for new ways to integrate existing digital tactics, including social, into comprehensive off-line and on-line campaigns. We’re employing our technical competencies to develop new software solutions. We’re developing new digital ideas to help our clients convert social networking exposures into bottom line results. And we’re making sure that inspiring creative, solid architecture and sound strategic planning are at the heart of everything we do.

To extend our integrated, in-house capabilities to include film and video communications (whether that be broadcast or the web) 1903 has built up an in-house production team and a post-production facility staffed with editors, animators and producers. (Being next door to the biggest grip and lighting company in Pennsylvania, is another bonus.)

OUR INSPIRATION

We want to build a strong, caring community within our own walls, within our client and vendor network, and, then, reach out to the community at large with our talents and energy. Our headquarters is located in a once blighted area. We are intimately involved in helping to rebuild this urban neighborhood via Uptown Partners and Soho Revival. Our go-to charity is the Boys & Girls Club of America, but we also give our resources to many other worthy charities, and we thank all of our team members for their assistance.

NOTEABLE CLIENTS

- ✂ ALCOA
- ✂ American Eagle Outfitters
- ✂ Art Institutes
- ✂ Boys & Girls Club of America
- ✂ Carnegie Mellon University
- ✂ Dean Foods
- ✂ EDMC (Education Management Corp.)
- ✂ GNC (General Nutrition Company)
- ✂ Heinz
- ✂ HP (Hewlett Packard)
- ✂ Hyatt
- ✂ ITxM
- ✂ Kraft
- ✂ Lands' End
- ✂ Limited Brands
- ✂ P&G (Procter & Gamble)
- ✂ PPG
- ✂ Pittsburgh Brewing Company
- ✂ Resource Interactive
- ✂ Shaw Carpet

SERVICES

- ✂ Brand Planning
- ✂ Customer + Business Intelligence
- ✂ Cross-Media Campaigns
- ✂ Behavioral Targeting
- ✂ Cross Media Planning
- ✂ Print Media
- ✂ Original + Branded Content
- ✂ Brand Design + Architecture
- ✂ Conceptual Design
- ✂ Destination Websites
- ✂ Marketing Portals
- ✂ Intranet + Internal Portals
- ✂ Rich Media Websites
- ✂ Content Management Implementation
- ✂ eCommerce Sites + Integration
- ✂ Software Development
- ✂ Social Portals
- ✂ Internet Applications
- ✂ Heuristic Evaluation (Usability)
- ✂ Usability Testing
- ✂ Wireframes + Prototypes
- ✂ Systems & Information Architecture
- ✂ Content Audits
- ✂ Persona + User Scenarios
- ✂ Task Analysis
- ✂ Satisfaction Testing / Surveys
- ✂ Mobile Software + Apps
- ✂ Mobile Advertising
- ✂ Digital Signage + Kiosks
- ✂ Analytics + Campaign Tracking
- ✂ Engagement & Performance Marketing
- ✂ Mobile Marketing
- ✂ Email Marketing
- ✂ SEO + SEM + CPA + CPM + PPC
- ✂ Conversation Monitoring (social)
- ✂ Contextual Inquiry
- ✂ Consumer Generated Ecosystem Analysis
- ✂ Social Application + Platform Integration
- ✂ Writing & Editorial
- ✂ 2D & 3D Animation
- ✂ Location & Studio Production
- ✂ Post-Production



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