

ABOUT US

We are Haworth Marketing + Media – more than a media agency, we are a strategic marketing partner. We create business-driving solutions through a media lens, and flawlessly execute them for some of the world's most respected brands. Our differentiation comes from changing the conversation in media; through inspired media design and thoughtful collaboration with communication partners, we generate impactful, lasting impressions that translate into deep, emotional connections.

Haworth's size, independence, unique marketplace approach, and drive to lead innovation allows us to deliver best-in-class media experiences at a great value for our clients. We think this sweet spot gives us an advantage within the industry. Our culture is one of contagious energy about all things media. We nurture a team of curious, forward-thinking, positive people who love their craft, and the chance to apply it to a great list of Haworth partners.

LOCATIONS

121 South 8th Street
10th Floor TCF Tower
Minneapolis, Minnesota 55402

10940 Wilshire Boulevard
Suite 2050
Los Angeles, California 90024

CONTACT

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F 310 824 7778

ONLINE

www.haworthmedia.com
www.facebook.com/haworthmedia
www.twitter.com/haworthmedia

LEADERSHIP

Gary Tobey, Chairman/CEO
Andrea Luhtanen, President

KEY FACTS

Founded: 1970
Personnel count: 100+
Headquarters: Minneapolis
Full service media agency
Independently held

OFFERINGS

STRATEGIC SERVICES

- Multi-media contact planning
- Marketing planning
- Research and consumer insights
- Digital and emerging media
- Social media
- Multicultural
- Product integration
- Cause/entertainment marketing

ACTIVATION

- Media buying
- Broadcast
- Digital
- Out-of-home
- Print
- Emerging media
- Mobile
- Interactive TV

CLIENTS

Target Stores
United Way
General Growth Properties
Tires Plus
Red Wing Shoes
Cost Cutters
St. Jude Children's Research Hospital
Ameristar Casinos
ReelzChannel
Mrs. Meyer's Clean Day
Caldrea

Firestone Complete Auto Care
Food Should Taste Good
Irish Setter Boots
Blue Cross and Blue Shield of MN
Children's Hospitals and Clinics of MN
PBS - Freedom Riders Campaign
Vasque
Pro-Cuts
Wheel Works
AMC Networks
Caribou Coffee
Smithsonian

The Academy of Motion Picture Arts and Sciences
Smith & Hawken
Sealy
Ben & Jerry's
Olson - buying assignment for:

- KraftMaid
- Minnesota State Lottery
- Northwestern Mutual
- Pei Wei
- University of Minnesota