

Independent Full-Service Media Agency

BUILT FOR CHALLENGES. DRIVEN BY RESULTS.

We're a media agency purpose-built for ambitious mid-size to large brands that need a partner with deep tech and data expertise—one that works as a true extension of their team. Our clients want the scale and sophistication to drive growth, without getting lost in the layers of a holding company. With us, every client gets senior attention, strategic focus, and the feeling of being our most important partner.

WHAT WE DO

Strategic Planning

Audience Analysis / Marketplace Insights /
Communication Frameworks / Consumer Journey

Media Planning & Activation

TV + Video / Social Media / Influencer Marketing / Internal
Trading / Performance & Commerce Media / Paid Search,
Strategic Partnerships, Audio + Podcasts, OOH + Experiential

Customer Data Strategies

1st Party Data Solutions / Lifecycle Marketing / Segmentation

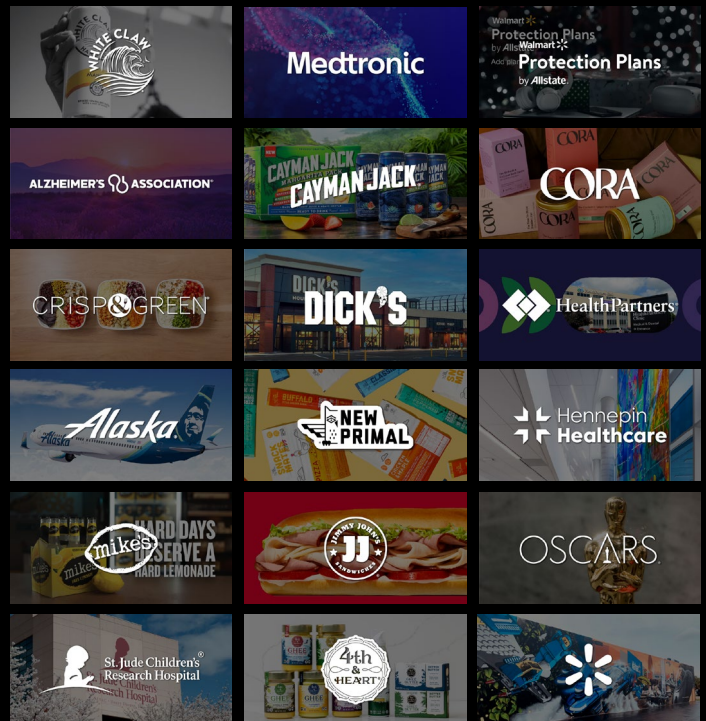
Reporting & Measurement

Media Mix Modeling / Forecasting / Test Design / Attribution /
Automated Reporting

Creative Services

Audience Personas / AI-Enhanced Production /
Dynamic Personalization

BRANDS WE'VE HELPED GROW



LEADERSHIP

Andrea Luhtanen
CEO

Jenny Austin
SVP, Finance

Marnie Wirth
VP, Measurement & Insights

Heather Kruse
EVP, Client Leadership & Strategy

Scott Slater
SVP, Media Planning & Investment

Neil Olinger
VP, Platform Investment

RECENT AWARDS



INDEPENDENT BACKED BY POWER OF BIG



51%

49%



CERTIFICATIONS + AFFILIATIONS



New Business Inquiries: Jules.Boasberg@haworthmedia.com

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