

# EDGE MARKETING



## DESCRIBE YOUR AGENCY IN 100 WORDS OR LESS?

Today's marketplace is dynamic, fast paced and often difficult to navigate. At EDGE we use our experience, knowledge and connections to break down those hurdles to create differentiated brand experiences, designed for a borderless retail world, that seamlessly engage audiences across channels in order to simplify choice at the moment of buy.

We do this for consumer brands and customers that seek an experienced yet agile marketing partner, with retail expertise, who can remove complexity, drive behavior change and compel purchase of their brand. A startup at heart, we love to roll up our sleeves and Get. Stuff. Done.

## WHAT IS THE CULTURE LIKE AT YOUR AGENCY?

We are determined to be an agency that is not only focused on delivering superior results and building strong relationships, but that is also a great place to work. We foster a culture of "we" where our associates have a voice in a supportive environment, with values that represent our humanity and integrity.

Our ethos - Heart, Hustle, Respect, Courage and Creativity – was naturally born out of EDGE's culture. It's how we support each other, and our community.

## WHAT SETS YOUR COMPANY APART AS A LEADING AGENCY?

Our heritage, which we feel is one of our greatest points of difference, is our ownership by Advantage Solutions. By way of this relationship, we are rooted in over 50 years of retail prowess – connected to every retailer on and off line. We leveraged this retail knowledge and deeply penetrated relationships throughout US and Canada to be one of the first true shopper marketing entities. Today, we have evolved alongside Advantage Solutions to stay ahead of what is the fastest paced and most disruptive environments that we've seen to date. Commitment to technology, placing solutions over services and utilization of data and insights are what position us to throttle our programming and our clients' businesses ahead of the competition.

### CONTACT INFO

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## HOW HAS YOUR AGENCY EVOLVED OVER THE LAST FEW YEARS?

We have had a transformative few years at EDGE, shifting from a specialization in traditional shopper marketing to truly becoming an omni-channel marketing agency. Here are some ways we've evolved EDGE:

Embedding of shopper media professionals in our cross-functional teams to ensure our programs reach consumers and shoppers at the right moment and place to ensure highest responsiveness.

Enabling the widespread application of analytics to inform decisions and drive performance success across our client businesses.

Creating and adopting technology via proprietary tool development to enable greater efficiency and effectiveness in program planning and execution processes.

Each of these actions was driven by our belief that to win in today's ultra-competitive marketplace we have to embrace and further embed capabilities that meet the expectations of an always connected consumer.

## WHAT IS YOUR VISION AND MISSION?

Our vision is to be the champion of challenger brands in our borderless retail world. Our mission: creating enduring bonds between people and brands through agility, brave thinking and retail prowess.

