



Hi, Ryan!

We're [Way Creative House](#), a new, experiential marketing and tech development agency dedicated to providing our clients with cutting-edge, creative, and data driven solutions. We've spent the past year building a diverse and dedicated team whose unique perspectives help to ensure that every campaign we create is impactful, memorable, and socially aware. Our clients are equally impressive, some of whom you'll find profiled below!

Our New Year's Gift to You

As a startup, it's never too soon to start thinking about your digital footprint, especially when it comes to social media. From **content planning** to **measuring engagement**, there's much to consider and whole a lot of expertise required to pull it all off.

We are excited to announce that we will be offering a few lucky startups a **free, one month** trial of our social media management services in celebration of our official launch (all sign-up requests must be in by **Friday January 18, 2019**). That's right, you get a whole marketing team, creating and managing your social media content and spaces for a whole month—free!

If you would like to take advantage of this offer, or simply learn more, please complete [this form](#) and one of our Social Media Managers will be in touch with you shortly. We hope to hear from you soon! In the meantime, please enjoy this sneak peek at some of the unique projects and events we've been working on.

Know The Vote



Politics are complicated. Between researching complex laws and candidate policies, discovering polling locations, and remembering election dates, it's no surprise that a large number of Americans simply don't vote. Many see the system as broken, and we're looking to help change that.

Know The Vote is a mobile app that will streamline both local and national election information by clearly listing candidate policies, past history, important dates, and more. By providing extensive, critical, and bipartisan information, the app will help give Americans the ability to make more informed decisions.

Hepa-Hat



Hepa-Hat is unique, allergy-resistant wearable that combines the simplicity of a baseball hat with HEPA-filter technology. Positioned inches from the nose, mouth, eyes, and ears, **Hepa-Hat** prevents harmful allergens from reaching the wearer's sinuses.

Hepa-Hat was conceived by Jim Breen, a loving grandfather of four who grew tired of seeing his wife suffer from unbearable allergies. With over 50 million Americans experiencing allergies every year, we're certain that Jim's portable solution will soon become the go-to remedy for allergy relief.

South by Southwest 2019



We at Way Creative House are constantly searching for new ways to enhance everyday life through technology, that's why we'll be debuting our new mobile app **Frenzi** at this year's South by Southwest (SXSW), an annual celebration of technology, film, and music held in Austin, Texas which attracts over 72,000 attendees each year.

Frenzi is an augmented reality experience that will allow people to connect by interacting with virtual data through the real world. We can't wait to tell you more, and we hope you will join us for our launch at SXSW 2019, which begins on March 8.

For more information about Way Creative House at SXSW 2019, visit our [website](#) or call 212.729.8139

Did you know?



Let's take a coffee break and talk about the next generation in marketing. Literally.

Studies show that millennials may be on their way out as marketers shift their focus toward Generation Z, a group which includes those born in the mid-1990s to 2010. The new generation has already introduced some surprising trends, and despite some similarities to its predecessor, marketing to Generation Z may require a whole new approach.

To find out more about how Generation Z will change the marketing landscape, read our [full article](#).

Take our quiz

Social media has helped allow the world to connect on a personal level, but while the consumer-business relationship has become more transparent, there are still several questions you must ask yourself in order to gain a clear understanding of how your brand is perceived by consumers.

To find out how well you're listening, take our [social listening quiz](#).

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