

SUBKULTURE

strategy branding innovation



strategy – branding – digital – innovation – social - mobile - experiential

about us

we are a strategic marketing agency with a twist rooted in emerging trends, innovation and technology.

we are a collective of branding, innovation, marketing, and technology gurus.

we live, eat and breathe media, entertainment, consumer behavior, trends and brands, and seek new ways to bring them closer together through the use of technological tools that reach people wherever they are.

we help you cut through the clutter to best leverage technology and get the best innovation from the world and from within your organization.

we have identified the most effective brand building tools that will enhance your consumer facing initiatives and mixed that with global emerging trends.



areas of focus

- Strategy
- Innovation Identification
- Technology Integration
- Trends
- Brand Planning
- Experiential
- Promotion
- Research
- Augmented Reality
- Artificial Intelligence
- Gamification
- New Entertainment Technology
- Social Listening
- Global Streaming Media
- Digital and Mobile Strategy

our manifesto

subkulture exists to understand the pulse of what's happening with the global populous before it happens.

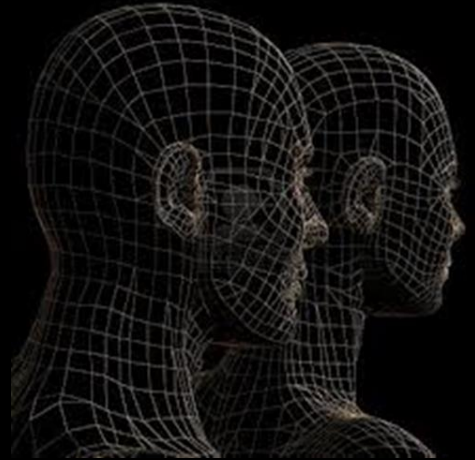
we bring you trends and solutions that are unknown by most and are being brewed below the heartbeat of the mainstream.

we brand, strategize, commercialize, monetize, digitize and activate.

we are global kurators of pop kulture and the technology that fuels them.

we effectively mesh brands with the future of digital information, communication and entertainment to consumers.

the future is determined by the subkulture.



full services

Brand & Innovation Strategy

Brand Development & Positioning
Strategic Planning
Content Creation
Activation
Tracking & Post Analytics

Branded Entertainment

Integrated Product Placement
Music, TV, Film Solutions
Event Production
Video Production
Rich-media production
Creative Direction

Innovation & Technology Tools

Innovation Guidance
Trend Forecasting and Planning
Augmented Reality
Virtual Reality
Artificial Intelligence
New Music Intelligence
Geo Mapping
Social Listening
Webcasting

Digital & Mobile Design

Digital Strategy & Design
Social Media Strategy
Website development
Digital Content
User Experience (UX)
Search marketing/SEO

Consumer Behavior

Neuroscience
Market Research

Media Planning

Media strategy online/traditional
Media planning/buying
Campaign analysis

contact

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