



**EXPERIENCES  
WORTH  
TALKING  
ABOUT**

Endeavor  
**RTRN**

# Endeavor

## Healthcare thoroughbreds

You know us for our **research, strategy,**  
and **change management** capabilities,

But now we have the **creative firepower**  
to take you all the way through to  
**executing** on your **vision**.



**We have supported  
national leaders in  
healthcare:**

- **16 of the 20 “Honor Roll” institutions**
- **9 out of the top 10 cancer programs**
- **4 out of the top 10 pediatric hospitals**



Endeavor Management acquired **RTRN Strategy**, a creative marketing firm with experience in fast-moving industries like sports, gaming, automotive, and energy

To enable healthcare to find innovative ways from other industries to reach their audiences.

WITH RTRN WE CREATE

**EXPERIENCES WORTH  
TALKING ABOUT**



Meet the team  
that's launched  
Rihanna's  
cosmetics empire,  
designed user  
interfaces  
for Honda,  
and brought  
Fortnite to the  
world.

# Designing for the Future

## PLANT A FLAG IN FRONT OF YOUR AUDIENCE

As younger generations (Millennials, Gen Z) grow into your target demographics, they expect **modern experiences**, consume market messages differently, and are motivated by **different emotional triggers**.

You need to build your marketing messaging and brand experiences **for them now**.



We have  
designed  
journeys for  
hundreds of  
healthcare  
systems

SIGHT

SOUND

TASTE

SMELL

TOUCH

# Multisensory Experiences

GOOD BRAND EXPERIENCES EXCITE THE EYES OR THE EARS OR SOMETIMES BOTH, BUT GREAT BRAND EXPERIENCES ENGAGES ALL THE SENSES.

These great experiences are crafted in environments that can be **physical, digital or combination of both** where they are increasingly changed and enabled through technology.

Brand experience marketing leverages **data, technology, and storytelling** to provide sensory user experience to develop a **meaningful and lasting relationship** with the brand.



# A Badass Experience Design Team

Produced 21  
deliverables  
inside a \$1.4M  
budget for  
Honda at CES

Our **Experience Design Team** has worked across the globe with indisputable leaders of **fashion**, **culture**, **automotive**, **technology** and **design**.

We craft the **design, development and production** of **branded activations** and **content** across all media formats, **physical** or **digital**.

Our **team's work** includes:

- Nike Super Bowl
- Adidas Flagship Retail Launch
- YouTube & Google Pixel at SXSW, Sundance, Coachella
- Honda / Acura CES & LA Auto Show
- Fortnite Product Launch



# Design Principles

## WE DO THIS BY ADHERING TO THESE DESIGN PRINCIPLES...

- 1 Meet the people where they are
- 2 Engage the senses
- 3 Build community through shared experiences
- 4 Simplicity is key
- 5 Your environment is your platform
- 6 Create the aha! Moment
- 7 Make sure it is shareable

# Brand Operations Culture

The **intersection** of **Brand**, **Operations**, and **Culture** is key to delivering the **ideal experience**

We believe that **culture** and your **brand promise** are linked through the **experience delivered**.

We explore what promises are made and how those stack up against expectations – what you say, where you say it, and how well it resonates.

We intentionally examine the **differences between functional needs** (what is done) with **emotional needs** (how audiences feel about the interactions.)

When you are aligned with expectations you can create an exceptional experience and a sustainable competitive advantage.





Endeavor



**T H A N K   Y O U**

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