







## CREATIVITY INNOVATORS

# Anomaly New York

BY EMMA HALL

Thanks to a year of diverse, compelling and original work, Anomaly New York's place on the Innovators list was nonnegotiable.



The agency expressed its creativity in many forms during 2016, from blockbuster ads and Super Bowl surprises to new products that successfully fulfilled the company's founding mission of having intellectual property at its core.

Under the creative leadership of Managing Partner and ECD Eric Segal, Anomaly New York made a strong start to the year by putting in a great performance at the Super Bowl.

# THE AGENCY A-LIST

They managed the central accounts, then led the digital revolution and, most important, inspired real business results for clients. Simply put, these 10 were the best.

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The company's top 10 most successful companies in 2007:

**THE UNIVERSITY OF CHICAGO PRESS**

100

Forecasting beyond 10 years is better the Super Bowl. Creating is an 10-year decade. Agency continues to focus on the brand's traditional advertising. The ECR pipeline has been reimagined of a pop culture phenomenon. It is also moving into platforms like [Snap](#) to offer experiential advertising, events, and payment solutions for brands, retailers, and merchants. But while Facebook handles a lot of brand work as agency, Agency is also pretty good at outperforming the advertising, improving with spots for Dell's Sporting Goods and the American Express for American Express. [www.100advertising.com](#)

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# Anomaly

*Cofounders & strategic partners*





Reframing cannabis as a wellness tool requires a differentiated product offering, like dosist's targeted formulas and precision dosing, but it also takes a powerful brand and world-class marketing – enter Anomaly, dosist's strategic partner and co-founder. Anomaly led the design of the dose pen and built the world class brand you see today.

Anomaly is a fully integrated marketing partner and communications agency with seven offices across the globe. The agency is consistently ranked one of the top 5 marketing agencies by *AdAge*, *Adweek* and *Forbes* and was listed by *Fast Company* as one of the 50 Most Innovative Companies in the world. Anomaly's client list includes several top companies and globally recognized brands such as – Budweiser, Diageo, Dick's Sporting Goods, Google, and the MLB. The company has an outstanding track record building and launching new brands – including EOS lip balm.





the team

## Anomaly

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