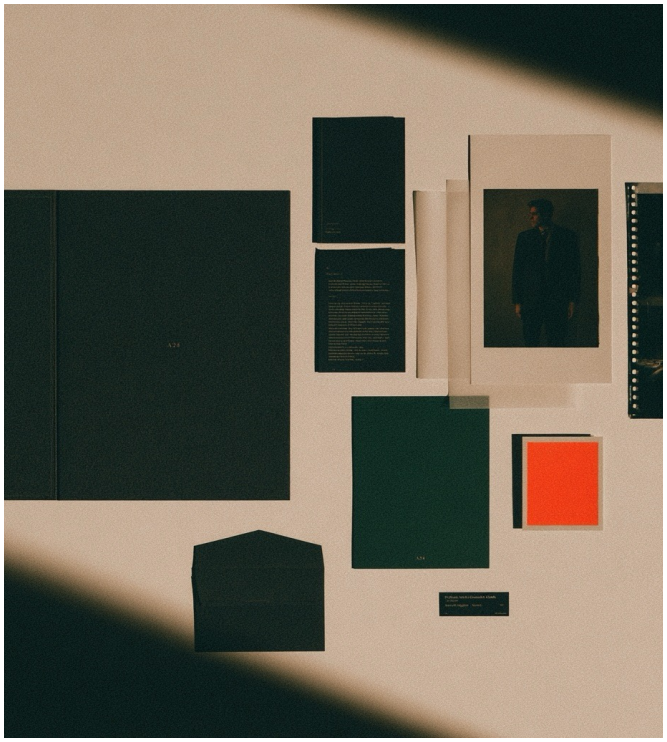

A24 · PARTNERSHIPS
Reach is rented.

WHAT THIS DOCUMENT IS

This is not a media kit.

We’re not selling access to an audience.
We’re offering a place in the room where culture gets made.



We don't sponsor culture. We make it.

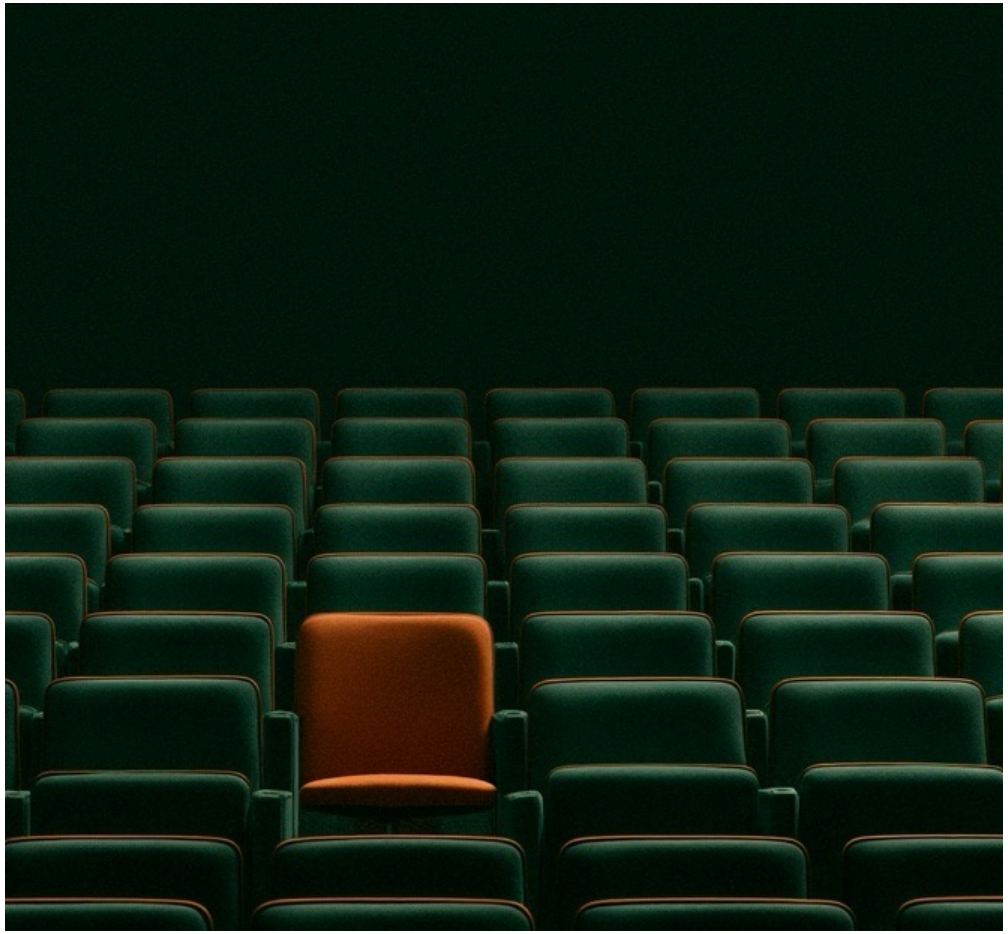

Taste
compounds.

THE ARGUMENT

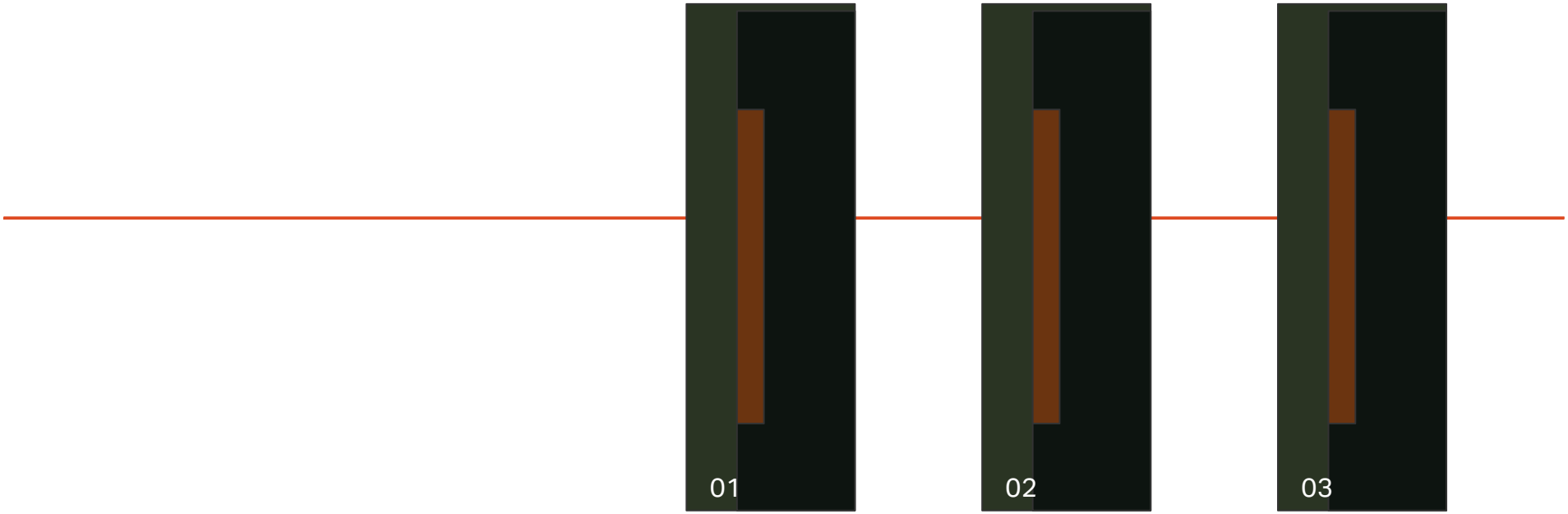
CREDIBILITY COMPOUNDS. REACH EXPIRES

The brands that endure were in the room before the outcome was obvious...not the ones who bought the naming rights afterward.

EVERYTHING THAT FOLLOWS
IS DESIGNED TO PUT YOU IN THAT ROOM



THREE WAYS IN.



THREE DIFFERENT MECHANISMS. ONE POSITION THAT CANNOT BE BOUGHT LATER.


MODE ONE
01
Co-production

CO-PRODUCTION

You fund work before anyone knows if it is good.

WHAT YOU GET	A production credit, from development onward
WHAT IT COSTS	Money at the point of maximum uncertainty
WHAT YOU RISK	Some of the work will not be good
NOT FOR	Anyone who needs a guarantee



MODE TWO

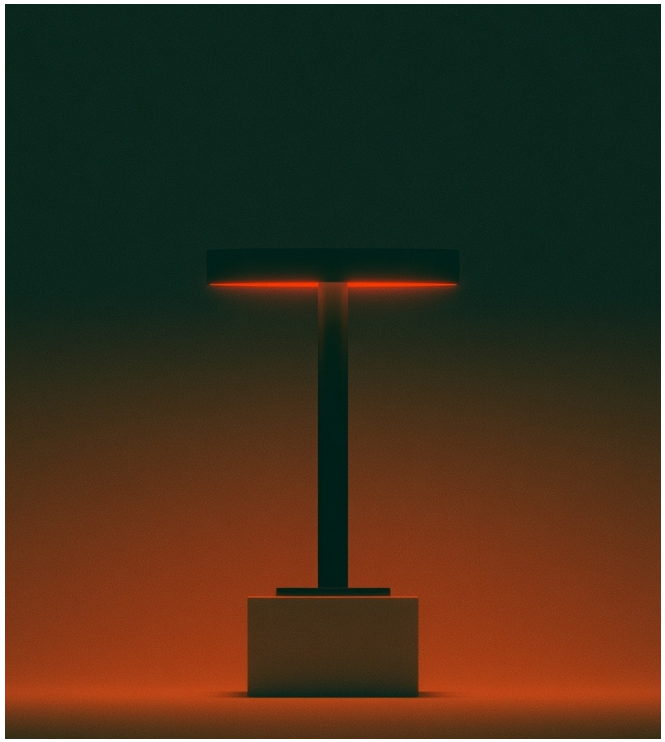
02 Object



OBJECT

A physical thing that should not exist.

WHAT YOU GET	A designed artifact, made with the people who made the work
WHAT IT COSTS	Small runs, real manufacturing, no economies of scale
WHAT YOU RISK	It sells out in an hour and reaches almost nobody
NOT FOR	Anyone who wants volume

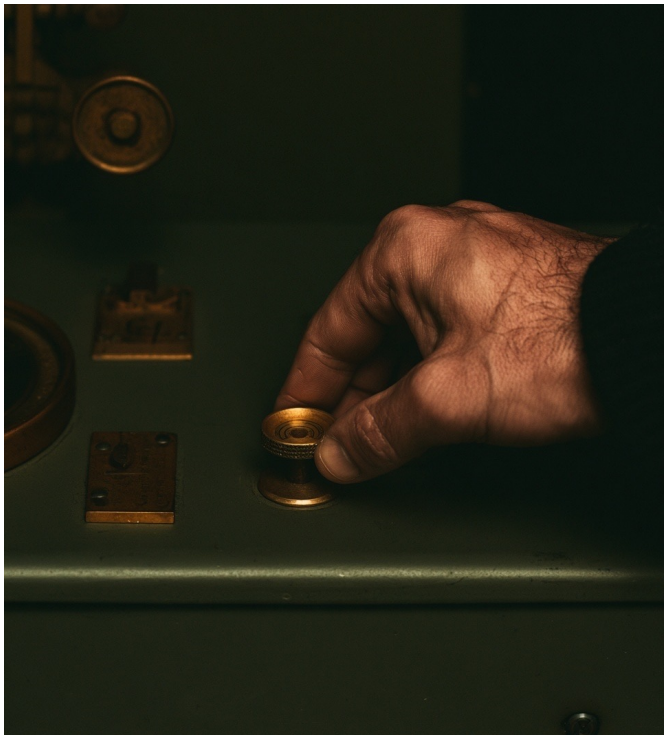



MODE THREE
03
Place

PLACE

Somewhere it happens once.

WHAT YOU GET	A room, a night, a thing that cannot be repeated
WHAT IT COSTS	The most of the three, by a wide margin
WHAT YOU RISK	It happens once and then it is only a memory
NOT FOR	Anyone measuring reach



Who this is for.

THE FIT

Three things have to be true.

01

A point of view

One that survives contact with someone else's. The work will sometimes embarrass you slightly, which is the sign it is real.

02

Patience

Nothing here produces a quarter-over-quarter number. The first two years are the cost of the next ten.

03

One person who cares

Every partnership that worked had someone senior who would have defended it personally.

Every one that failed was owned by a committee.

And who it isn't.

THE DISQUALIFIERS

We would rather say this now.

- ✕ **The work has to test well before it is made**
- ✕ **Approval needs more than two people**
- ✕ **Success is a lift number inside ninety days**

None of that is a judgement about your business. It describes a different business — one that media buying serves well.

How it starts.

PROCESS

One conversation, then one thing.

01

Meet

You tell us what you actually care about, rather than what your brand platform says.

02

Propose

Two or three specific things, each attached to work already in development.

03

Pick one

We make it. That is the whole of the first commitment.

04

Maybe again

If it goes well there is a second, and the second is where it compounds.

No retainer, no framework agreement, no annual commitment. Each thing stands on its own.

Be early or be adjacent.



COLOPHON

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Display set in Obviously. Text set in Aktiv Grotesk.