

HELLO.

WE'RE 116 & WEST.



WHO WE ARE:

We're a full-service agency without a vertical. But don't mistake this fact for wandering non-commitment; our direction comes from geography. We know the West. We understand the Western mindset, the influence of open space, and the vibrancy of our cities. Located on the 116th meridian, our identity describes our roots and expertise.

OUR PROCESS:

Through our many years as an agency, we've perfected our craft. We have processes and structure, yes, but we also balance these with open forum and courage. Our process isn't linear; it's not the same for each client. But we're damn good at knowing when to take the deep plunge into R&D and when to pipe down and just create.

We carve various paths depending on what each client needs. For each, though, we work in infinite, concentric circles. Each brainstorming session, conversation, creative revision, strategic decision, and meeting moves us further and further inward toward the ultimate target.

In our mind, the most important part of our strategy is collaboration. You're involved every step of the way. Sometimes, we'll take your lead, other days, we'll ask you to believe in our tactics. No matter what, we keep in constant contact and will seek your approval.

OUR EXPERTISE:

With over 20 years in the agency world, we have experience in almost every business sector you can think of. Our varied client history means we can consistently draw from what we've learned and apply that knowledge to new insights and recommendations. We can also make valuable connections between industries, and are great at finding new ways to tell old stories.

INDUSTRY SECTOR EXPERIENCE:

- Automotive
- Agriculture
- Ecommerce
- Education
- Food Service
- Government
- Health Care
- Health & Fitness
- Higher Education
- Hospitality
- News Media
- Non-profit
- Professional Service Companies
- Real Estate
- Sports Entertainment
- Utilities

OUR CAPABILITIES:

We uncover insights about your business, the marketplace, and your consumer. Then, we leverage the hell out of them.

- Market research
- Strategic planning and consulting
- Persona development
- Consumer journey mapping
- Brand development

You want to stand out. We develop and execute ideas, words, and images that will help you do it.

- Concept development
- Art direction
- Graphic design
- Copywriting
- Photography
- Radio and video production
- Website design and development

We ensure your message is delivered to the right people, at the right time, within your established budget.

- Media research
- Integrated media planning
- Social media
- Google AdWords
- Digital display
- Out-of-home
- Print
- TV/Radio

We find the best ways to tell your story to your community.

- Story treatments
- Pitch packaging
- Community co-branding
- Hard hat tours and grand openings
- Coverage reporting

Come hang with us!

We're always happy to talk sports, new home-improvement projects, the latest pop-culture happenings (THE MONOLITH WTF), and helping you reach your goals.

Give us a call.

AGENCY LEADERSHIP:

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