

CUR  
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**We're Curiosity.**  
An independent,  
full-service creative  
solutions agency in  
Cincinnati that lives  
and breathes the  
power of being  
strategically curious.



60 STAFF MEMBERS FROM  
ALL OVER THE COUNTRY  
PROUD TO BE IN CINCINNATI

35 East 7th Street  
8th Floor  
Cincinnati, OH

# Meet the folks who run the joint. Our co-owners.

**The fab five. Together, they are an ownership unit with undeniable chemistry and a passion for questioning everything. Their passion is fueling Curiosity's success.**

Nearly 11 years ago, Matt Fischer and Greg Livingston left the NYC agency life to start a company built on the idea that the more questions you ask, the more solutions you can find for a client. The name Curiosity set the vision for a fully integrated agency that questions everything — a strategy we use every day to push our brand partners out of their comfort zones and into the hearts of new audiences.

In 2021, Trey Harness, Jeff Warman and Ashley Walters joined Matt and Greg as co-owners. The natural evolution of ownership comes as the agency celebrates two back-to-back record-breaking years.

Trey joined Curiosity in 2018 as president and chief client officer, and Jeff joined soon after as the chief creative officer. After Ashley joined in 2019 to lead business development and marketing, the team was solidified. With the fab five at the helm Curiosity has climbed the ranks earning dozens of new clients and industry accolades including being named *AdAge's* Small Agency of the Year. Stay tuned to see how the story unfolds.

From left to right: Trey Harness, Greg Livingston, Ashley Walters, Jeff Warman and Matt Fischer



Small  
is good.

CUR  
-OS  
I-ITY

AdAge  
Small Agency  
of the Year

And we racked up  
new hardware.

Ad Age Small  
Agency

Midwest Silver



International Webby  
Awards Winner –  
Best Social Media  
Campaign for Duke  
Bush of Bush's Beans



Winner of Campaign  
US Agency of the  
Year Best Business  
Development Team

CINCINNATI  
BUSINESS  
COURIER

Cincinnati Business  
Courier "Best Place  
to Work" Award



Shortlisted by  
Communication Arts  
for Best Digital  
Advertising for Duke  
Bush Social Media  
Campaign

campaign<sup>us</sup>  
MEDIA

Campaign US  
Media Award  
"Best Integrated  
Storytelling" for  
P&G's Native: No is  
Our Whoa Campaign



**Curiosity is about seeing things differently, flipping perspectives, twisting ideas into alternative solutions.**

Our philosophy:

Question  
everything.

# Our Clients

We take a strategic, process-driven approach to creative content, campaigns and activations with partners and brand leaders who have the courage to explore their challenges with us. Here are a few brands that trust us.





What we do best:

# strategy

Data-driven insights and trends for timely, relevant content that works.

# creative

Campaigns, social, video, branding, CRM, web, print and more. If it's a creative challenge, we accept it.

# media

We activate big ideas and get your messaging noticed. Media buying and planning, community management, SEO and more.

# analytics

Intelligence, predictive modeling, performance monitoring and reporting. We put your goals in reach.

## Curious Question Session<sup>®</sup>

The cornerstone of our strategic process is a Curious Question session. We focus on asking our clients the right questions to get an understanding of the business challenge, not just the marketing one. Part discovery, part strategic exploration, part ideation, our gamified approach ensures we bring a fresh point of view to the problems clients need to solve today and in the future.



We build a deep understanding of the consumer and their passion points through primary and secondary research and proprietary techniques such as social listening and tools like Infegy, Simmons and GfK MRI. These passion points are core motivators for brand interaction and are the center of the strategic brief that guides an integrated team to create breakthrough brand experiences.

**“Part therapy, part chemistry, part gamification, it’s a deep dive exploration into a brand’s business. The good, the bad and the opportunities.”**

Ashley Walters,  
Chief Development Officer and Partner  
*Adweek*, June 2021



# CURIO

**We opened a new content studio. We call it Curio. This in-house capability allows us to manage small to mid-size client video production, post-production, social media projects and photoshoots.**



# TokShop

**TokShop is an intensive three-month pilot program built to test your brand on TikTok and find the path to success.**

Over the past year, TikTok has skyrocketed to nearly surpass Instagram as a top social media download. While you might think of TikTok as the app where you do embarrassing dances, view messy challenges and find Gen Z hanging out—it's so much more than that. It's a treasure trove for discovery... and, we'll do you one better: it's an organic full funnel ripe with opportunity for brands.

TikTok can introduce a brand to the consumer, educate on the product/brand and then compel the user to look into said brand and buy—full funnel. One video about your product goes viral and it sells out. The secret sauce to going viral? Making raw, low-fidelity content that leverages relevant trends to share your brand ethos.

**That's why we developed TokShop—an immersive three-month pilot program where we put your brand to the test on TikTok.**

With TokShop, over the course of 3 months, we create 12-16 organic TikToks, broken into 6 two-week content creation mods to stay as relevant and timely as possible with realtime reporting to ultimately provide insight into what TikTok can do for your business.

TokShop requires an open mind and willingness to dive in. We can't guarantee every TikTok we produce will go viral, but that's the point! Let's test and learn and test again, until we find the magic formula that spurs a sellout.



# Our Greatest Hits



**Native:**  
**No Is Our Whoa**

P&G’s Native Deodorant went from DTC darling to a top-selling deodorant at Target. The Native “No Is Our Whoa” Campaign was recognized by *Campaign US* for “Best Integrated Storytelling” in the 2020 Media Awards, earned an ANA SeeHer GEM Score of 105 and an ad effectiveness score of 174, indicating increased awareness among consumers during the campaign period.

**Bush’s Beans Snacks:**  
**Now That’s Good**

Bush’s Beans needed to innovate outside of the can, thus Bean Snacks were born. Curiosity created an integrated campaign that included video, print, social media, digital and experiential to bring these snacks to select markets. The campaign garnered more than 21 million impressions in launch month, with content performing 4x industry benchmarks. Curiosity distributed more than 4,500 bags of chips to millennials during experiential sports and retailer activations. The campaign even caught the attention of Adweek, who profiled it as a best-in-class case study in CPG innovation.



**Bush’s Beans:**  
**Duke Bush**

How can a century-old bean brand connect with the next generation of bean eaters? You give them someone to love. To draw in millennials, we relaunched Duke Bush, the brand’s beloved spokesdog, as a full-fledged Instagram influencer. Amongst a red carpet event and brand partnerships, we filled Duke’s feed with travel, hobbies, nights at the office, workout selfies and his take on trending topics. With more than 150 million impressions earned in just a few months, Duke’s explosive social presence led to 17K followers in just a few short months, 65% of which were millennials.

**Charlie Banana:**  
**A Little Softness**

P&G’s Charlie Banana had to convince parents that their cloth diapering system was best for baby and the planet. The “A Little Softness” animated campaign was created from 100% recyclable materials, leveraging hundreds of assets across web, social and video platforms. The result, DTC sales up 80%.





# CURIOSITIES

**RESPONSIBLY  
SOURCED.**

**THOUGHTFULLY  
CURATED.**

**ALWAYS  
A GOOD TIME.**

Want some smooth Curiosity swag that will catch the attention of your friends and family? Visit our Curiosities Swag Shop on our website and grab your t-shirt, sweatshirt, hat and more from one of 2021's Small Agencies of the Year. You'll be lookin' curiously great!







# Just Curious

## 2020 Didn't Play Games. So We Made One!

At Curiosity, we believe asking the right questions can bring us closer together. It's how we built our business. So when it's difficult to get in person, we set out to create something that doesn't just make connection easier—it makes it fun.

### HUGE TOPICS FOR TINY SOCIAL CIRCLES.

Gameplay is easy: When you draw a card and spill your guts, you add points to your team's total. The game's over when your team reaches 100 points. But it's not that simple: There are plenty of opportunities for dare-style Wild Cards, completely-savage Player Cards and chances to make the game your own.

As seen in:

ADWEEK



Cincinnati.com  
PART OF THE USA TODAY NETWORK

CityBeat

**“Our family played Just Curious and learned things we never knew about each other. And had some really great laughs!”**

Mark McBeath,  
Cincinnati Insurance Companies



**SOLD ONLINE AT CURIOSITY.FUN**



# Curious Powers: Scientifically Proven

HOW CURIOSITY  
INSPIRES CREATIVITY

By Jeff Warman,  
Chief Creative Officer and Partner



Albert Einstein once said, “I have no special talent. I am only passionately curious.” Yes, the man who was a pillar of modern science, who developed the theory of relativity, admitted he had no special powers. Except that he was inherently curious. His pure determination to question the unquestionable changed society as we know it today.

Why is it that those born with a natural sense of wonder often make the biggest impact on the world around us? There’s actually a science to it. In the Harvard Business Review article titled “The Case for Curiosity,” Francesca Gino outlines several findings that prove how innate curiosity can drive business success. It’s exactly the foundation that supports our agency mission. Her findings, as noted in the article printed in September 2018, include:

- As curiosity goes up, so does creativity and solution generation.
- Curiosity improves engagement and collaboration.
- Curious people make better choices and are more adaptive to uncertain market conditions and external pressures.
- Curiosity is directly related to empathy.

These findings, and our team’s desire to solve business challenges for our clients, have helped shape our agency mission and vision. We partner with clients who are equally curious, committed, and courageous. Those who are willing to explore new questions with us. And we seek the most curious talent possible to join our team. The people we hire at Curiosity are assessed using uniquely identifying factors, confirming them to be more curious. We then channel their natural curiosity for our clients’ benefit. The more curious we are, the more creative solutions we generate. And in a world with no definitive answers, the more valuable that becomes for our partners.

## As curiosity increases, so does creativity, collaboration and solution generation.

One of the additional beauties of Curiosity is that while people are certainly born with varying levels of it, it acts like a muscle. It needs exercise and fuel to grow and can even become habitual with practice. In fact, the mere act of being curious (trying to answer an abstract question, solve a puzzle, etc.) instantly inspires creative thinking. I've always been a naturally curious person, starting my professional journey in journalism and film documentaries, and later adding the creative problem solving that comes with working in the advertising industry. I've seen the consistent habits of those who I find most inspiring in the creative world. Not coincidentally, those people happen to be the most curious people I know. Here are ten observations:

**Question everything.  
Even the unquestionable.**

That's what curious people do. Sometimes that means being brilliant, but more often than not, it can mean just asking questions as a 5-year-old would.

**Have the courage to do #1.  
Because it does take courage.**

One side of your brain is saying you have to know, while the other is worried about the consequences. Courage is doing the thing your brain is arguing against.

**Listen without judgment  
and without distraction.**

When you're fully present, you're more empathetic. It's crucial to understand not only "consumers," but just everyday human folks. You will learn something.

**Curious people don't let curiosity  
be mischaracterized as a distraction.**

When channeled strategically, curiosity drives focus—often a focus on solutions that matter.

**Be willing to be wrong.**

Curiosity will not always lead you directly to the right answer, but it will guide you toward the right possibilities.

**Don't be afraid to say "I don't know."  
It's just another way of saying,  
"I'm starting here."**

**Seek surprise.**

Curious people are not the type to thrive on or be challenged by monotony. Allow yourself to venture to the unknown, where the outcome is a mystery.

**Take another look.**

Perhaps you look once more at an old idea and reframe it to see if it triggers a new question or solution.

**Make time for curiosity.**

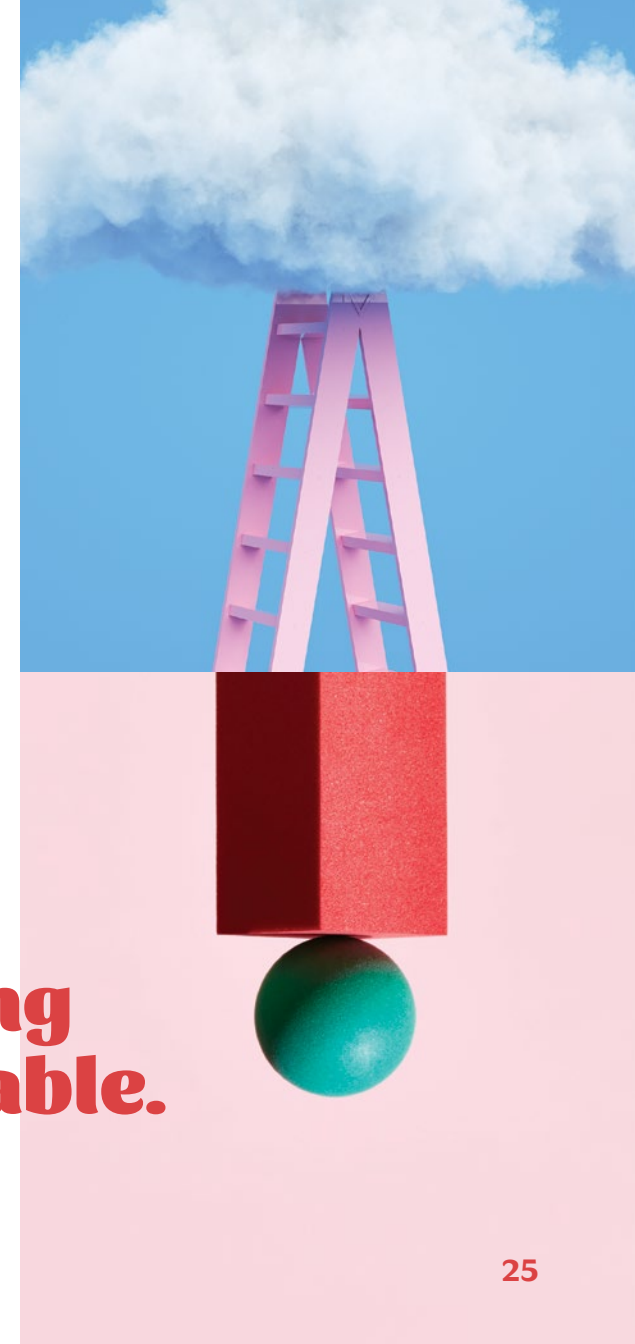
It's the only way to build your curious muscle. Explore a new road, try a new interest, meet with people you wouldn't normally meet with and read, read, read!

**Don't let past disappointments  
affect future adventures.**

Ok, so it didn't work out once. There's another path. See #1, then #2, then...

One could argue that the right question is actually the right answer. So, ask why, why not and what if. Because the right question could be the path to a new idea that changes the world. Walt Disney once said, "We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths." Sounds like pure science to me.

**Here's to the  
curious ones.  
Keep questioning  
the unquestionable.**





# Advertising has a diversity problem.

## And we're on a mission to accelerate change.

Curiosity champions diversity by acknowledging bias, removing barriers, and creating opportunities for inclusion — transforming Curiosity, our community and our industry.

In 2020, we became the first independent, integrated agency to join SeeHer, the nation's leading gender equality movement. We became an early partner of the Midwest cohort's ONE Club for Creativity's ONE School, a free portfolio school for Black creatives. We're challenging the industry to support equal and diverse representation on and off the camera. We are changing the game throughout the entire creative supply chain. Our latest work with Native produced a 30% BIPOC representation.



Curiosity helped sponsor the Midwest Cohort, a free portfolio school for Black creatives.



Marks our commitment to pay all interns a standard living wage and encourage industry recruitment across all races and backgrounds.



Curiosity was the first integrated independent agency to join SeeHer, the nation's largest gender equality movement dedicated to equal representation in media, sports and entertainment.



We are committed to fostering a more inclusive and equitable workplace. Curiosity underwent a rigorous and third-party assessment of policy and culture, collaborative learning experiences, and the implementation of data-driven action plans.



COME EXPLORE

# curiosity.fun

**Sign up for Dead Cats Society**, an elite alliance for the incessantly curious. Get access to real-time articles, insights, custom research studies and invitations to exclusive events.



