



## Groove at a Glance

- 1** What we are Groove 11 is a brand experience agency with an unshakable belief in the power of meaningful, sustainable brand relationships. To develop these, we architect conversations that create unforgettable emotional experiences, inspiring audiences to feel, learn, do, or be.
- 2** Mission To help clients thrive through the immense power of sustainable brand relationships.
- 3** Verticals Technology, Wine and Spirits, Brand Consultancy, Healthcare, Education, Consumer/Retail, Travel & Entertainment, Green, Lifestyle, Nonprofit.
- 4** Practices Brand Essentials: Brand workshops, brand platform, and brand identity.  
Business Insights: Research, strategy and customer segmentation.  
Architectures: Digital, social, event, and real-world creative.  
Impact: Analytics and data visualization.
- 5** Methodology Rhythms: Before we execute, we research you, your audience, and where you connect, linking strategy to implementation to business results.  
Moments: These can be anything – a trade show booth, a video, a banner ad, a luncheon – as long as they’re architected to work together.  
Experience: We immerse the audience in the message at every touchpoint, for an experience that makes the whole greater than the sum of its parts.  
Buzz: Some call it water cooler talk. It gives a brand a life of its own, promoting you without your intervention. We are buzz architects.
- 6** History Founded by Rick Barsotti and Sean Dunn in 2002, Groove has completed over 1,000 client projects to date, and has appeared on the *San Francisco Business Times* 100 Fastest-Growing list twice.
- 7** Values Creativity – transcending the ordinary.  
Strategy – designing evolutionary success.  
Leadership – the courage to be visible.  
Trust – earned confidence.  
Passion – deep engagement and relentless curiosity.  
People – the celebration of the whole human being.
- 8** Recognition Creativity Awards, American Graphic Design Awards, Webby Awards, Davey Awards, Macromedia Site of the Day, Web Marketing Association Awards, Axiem Award, and Cindy Awards.
- 9** Billings \$7.2 million
- 10** Team More than 40 designers, writers, directors, editors, producers, programmers, and support professionals.
- 11** Contact groove11.com • 415.491.9590 • 415.526.1455 fax • [bizdev@groove11.com](mailto:bizdev@groove11.com)  
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