

LEGACY



Marketing Partners

experience
brand
love.

AGENCY OVERVIEW

Legacy Marketing Partners is recognized as one of the top Experiential Marketing agencies in the country. **We apply strategic thinking, full-service creative and flawless execution to deliver valuable, measurable ideas** through the line and through the marketing mix. Perennially listed in both *PROMO* Magazine's PROMO 100 and *Event Marketer* Magazine's Agency IT List, our programs have won multiple Ex Awards, Reggie Awards and Pro Awards.

OUR PHILOSOPHY

To create a deeper connection between your brand and your consumers, you have to get personal. We make it personal by connecting to people's passion points, motivating them to become infatuated, passionate and even fiercely committed to your brand. Our promise: **To create loyalty beyond reason. To create Brand Love.**

NATIONAL COVERAGE

Headquartered in Chicago, Legacy is made up of **185 marketing professionals with a presence in 76 markets.** This national reach provides us with valuable in-market intelligence and the ability to execute large programs on a national scale.

CLIENT PARTNERS

You can't have Brand Love without trust. We pride ourselves on the length and strength of our brand relationships. Some of our partners include:

AON	Kmart	Navistar
Autism Speaks	L'Oréal Paris	Pernod Ricard
Cadbury	Mitsubishi	Sears
Dannon	NABC	Trex

RIVERNORTH GROUP

Legacy is a member of the RiverNorth Group, an **independently-held agency network** employing 500 marketing professionals and generating \$400 million in annual billings. The RiverNorth Group's mission is to deliver smart, unexpected ideas that build brands and move customers to action through Experiential Marketing, Integrated Promotions, Shopper Marketing and Branded Incentives.

**Field
Marketing**

**Branded
Experiences**

**Sponsorship
Activation**

**Corporate
Events**

**Experiential
2.0**