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LRW Group Emerges as One Unified Company Under the Name Material

Firm taps into deep human understanding to offer modern marketing services that drive brands forward

LOS ANGELES, CA — July 15, 2020 — Marketing services company LRW Group today announced that it is now operating under the name Material, formally integrating ten companies into one modern unified offering. Material combines long-standing capabilities and expertise in analytics, deep human understanding, and design thinking to turn insights into impact for clients and consumers.

Material will surround its clients with comprehensive expertise under a completely new, modern, and unified marketing services model rooted in insights that are necessary to create meaningful interactions between brands and the people they serve. The company's innovative approach avoids the organizational silos that plague holding companies and traditional consulting firms. Instead, Material offers each client a fully collaborative team that won't fumble key details as it develops new insights and then put those insights into action.

Each area of Material's expertise – Material Analytics, Material Intelligence, Material Experience – prioritizes what brands will need to get right to the core of what consumers want. Material's range of marketing services include, but are not limited to, behavioral and marketing data science, segmentation and strategic planning, brand strategy and visual identity, customer experience and loyalty, innovation and product development, and marketing communications.

“Today’s brands are craving a truly integrated partner that can create and implement marketing strategies that are built not only on data and analytics, but also on a deeper understanding of human behavior,” said Dave Sackman, CEO, Material. “This is the white space that Material intends to fill. And we will do so through radical collaboration that ignites growth.”

Material employs a roster of 1,200 strategists, creators, technologists, designers, researchers, and storytellers that work side-by-side to help global brands such as Disney, Target and Microsoft solve modern-day problems, engender customer loyalty, and continue to grow their businesses. The new brand has been introduced across all former LRW Group channels and within each of the company’s agencies, including Karma Agency, Kelton, Killer Visual Strategies, LRWGreenberg, LRW, LRWMotiveQuest, LRWTonic, Salt, Strativity and T3.

Mr. Sackman will continue to guide Material as the company’s chief executive. Joining him on the executive team are Jeremy Sack, President of Material Perspective; Gareth Schweitzer, President of Material Action; and Rachel Spiegelman, President of Material Connections.

“We exist to drive material impact for our clients,” said Rachel Spiegelman, President of Material Connections. “Through meaningful interactions and knowledge sharing – both internally and with client partners – Material will help brands meet the needs of modern consumers and shape the future of marketing services.”

ABOUT MATERIAL

Material is a modern marketing services company that seamlessly combines insights, consulting and activation into one integrated offering. The company is powered by sophisticated analytics, deep human understanding and design thinking to help B2B and B2C brands put insights into action and create work with impact. Material is headquartered in Los Angeles, CA, with offices in 13 cities across the U.S. and the U.K.