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| Firstborn, New Media Agency | A Culture of Thinkers and Makers    New Media Advertising |
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Firstborn New Media Marketing Agency

Every day is a new day with new technology, new advancements, new ideas and new creations. Now, we can experience different kind of technological movements where media has become part of our lives and where every single day something new is being approach and launch. Now, just having a computer is not enough, nowadays our cellphone, tablets and even our watches has become part of the advancement and fashion trend. In the beginning of this new era people said that the new generation was the slave of technology and social networks, and it is when we need to ask to ourselves who controls who; I am sure that we are going to get the same answer, people have become slaves of their electronic devices.

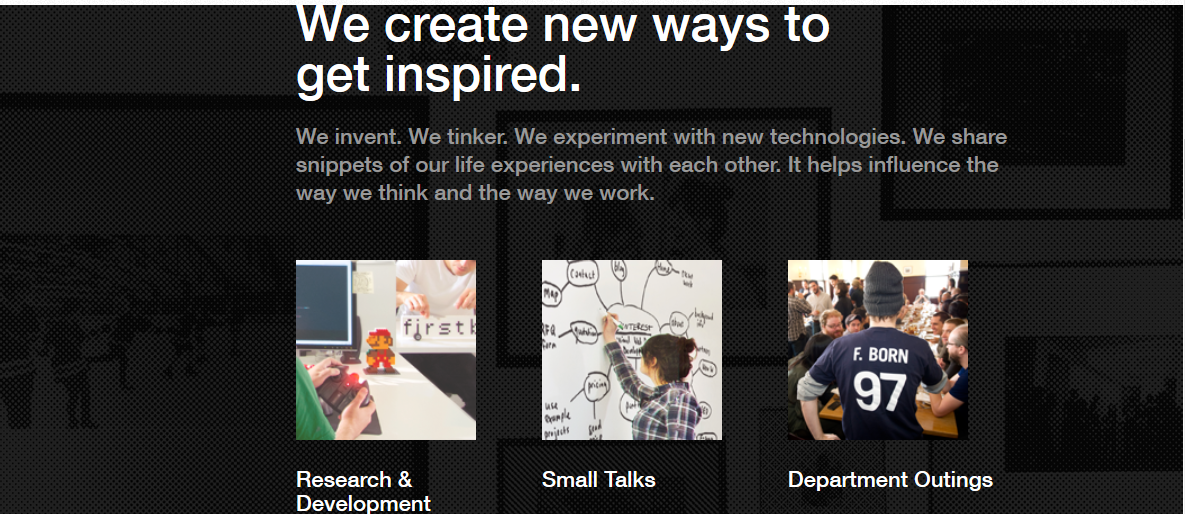
Because all the changes that we have been moving through, advertising has to bee improving his tactics and strategies to get people attention, and the result of this is the “The New Media” where now people are connected, interacting, and being exposed all the day, all the time no mattering where they are. Improvement and technology has become part of our new generations and have been the key of unity. As Nielsen has stated, Millenials are the generations of social networks, the generation of people who cares about what is going on in their surrounded and who are aware of philanthropic, politics, and environmental issues. For this and many other reasons, companies have react and contract agencies which will help them to grab this people, the ones who follows technology and who cares about the society living through their social networks and creating profiles. Those are the ones which this new media wants to catch and sell. The agency that was chosen is Firstborn, this agency has growth and marked the industry with their tremendous job that they have accomplished. They have done great campaigns where they utilize the social media networks and create different interactive media to catch the audience and make them not only remember the brand but as well to react and buy the product.

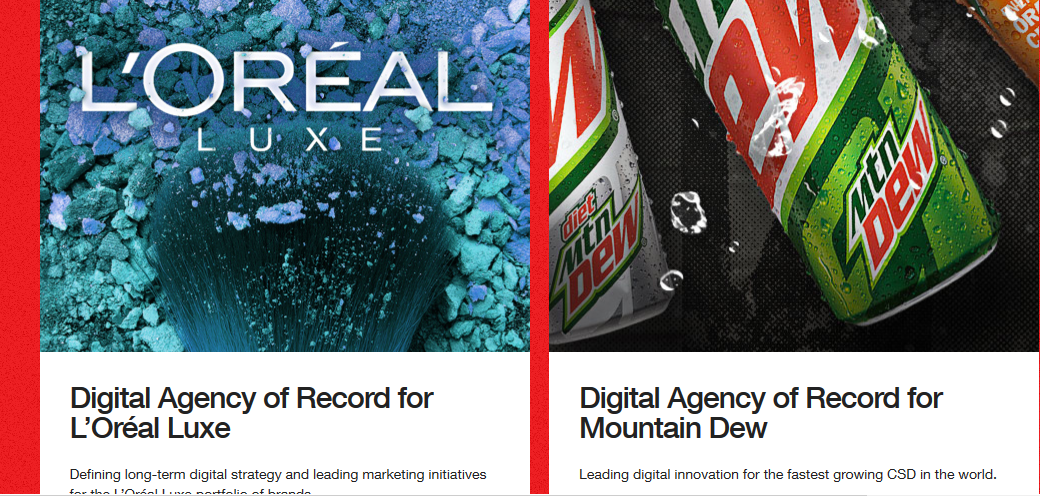
Firstborn, was founded in 1997 as a design and technology company. This company move and engage with their customers by experiences, challenging themselves giving the best of its best, using all their sources to evolved their clients and move business forward. They tag themselves as a company of a culture of thinker and makers, they look for improvement and recognition. “We aren’t a consultancy whose end deliverable is merely a PowerPoint presentation. We aren’t just a production company that executes someone else’s vision. We develop insightful strategies rooted in consumer behavior and the digital space. We turn those insights and strategies into experiences consumers ultimately engage and interact with.” (Firstborn,2015) They design and use different multi-platforms, on and offline and create the reflection of their vision clients in something tangible and big.

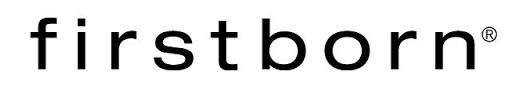
But, who they are? They are not the common and famous agency. What characterized and differentiated them by the other ones? Well, Firstborn has an interesting and engaging story where they defined the importance of innovation and good customer relationship and service. The company was establish in Hell’s Kitchen back in 1997. At the beginning of their career they focused in fashion as well to work through ad agencies before working directly with their own customers, after started exploring and working, Firstborn was acquired by Dentsu in 2011, starting a new era and story for this successful company. Dedication is the essence of Firstborn, their service, a good relationship creates this company and its workers a family having strong bounds and make them unique.

The agency has worked with celebrities like Madonna, for whom it produced a [digital version of her “Music” album](http://www.firstborn.com/websites/036_madonna2/), and currently works with brands like Mountain Dew, Aflac and Under Armour. For fashion week this year, it created a [content-driven website for Tory Burch](http://www.toryburch.com/runway), which streamed the NYFW show alongside branded social content. Three years ago, when they became part of Dentsu the company moved to lower Manhattan. Now, situated in the landmark AT&T building, Firstborn also shares floor and studio space with sister digital agency 360i. On its own, Firstborn has a staff of around 90.Its walls are lined with “family photos,” as Dan LaCivita, president of Firstborn, likes to call them. The company differentiate because the good and warm relationship and environment with their co-workers. “The agency goes out of its way to welcome newcomers warmly, lest they feel like the new kid at school eating lunch alone on the first day:“If you’re a newly hired designer, your creative director will hand-write you a postcard and send it in the mail,” said LaCivita. “And on that postcard is a website that’s integrated with Google Maps that’s sort of like a ‘Welcome to New York City’ map. And we include our favorite Firstborn spots, so that people already feel included within the culture when they get here.” On each new employee’s desk when they arrive is a pack of Firstborn gear, including an agency branded Firstborn hat and shirt.” (Digiday, 2013)

According to AdWeek, Firstborn is known as a new model of agency thinking always out of the box, the CEO LaCivita is always looking what to do to stand out and move towards their achievement always using creative, innovative, and strategic ideas. When you see each project and accomplishes that it has done with all their clients you can be surprised by all the imagination and executions through each of them. Clients such as, LOreal, Mountain Dew and Lacome. Projects and used of innovative advertising and marketing such as: Pepsi Spire 2.0, VR Skate Experience, Majestic Steel, Lunchables K-face. Different approaches have been utilized, no one as any other agency has done before, breaking barriers, breaking limits and reaching up sales. Achievements and recognition's are the characteristics that what this company







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