



Creative Agency Advisory



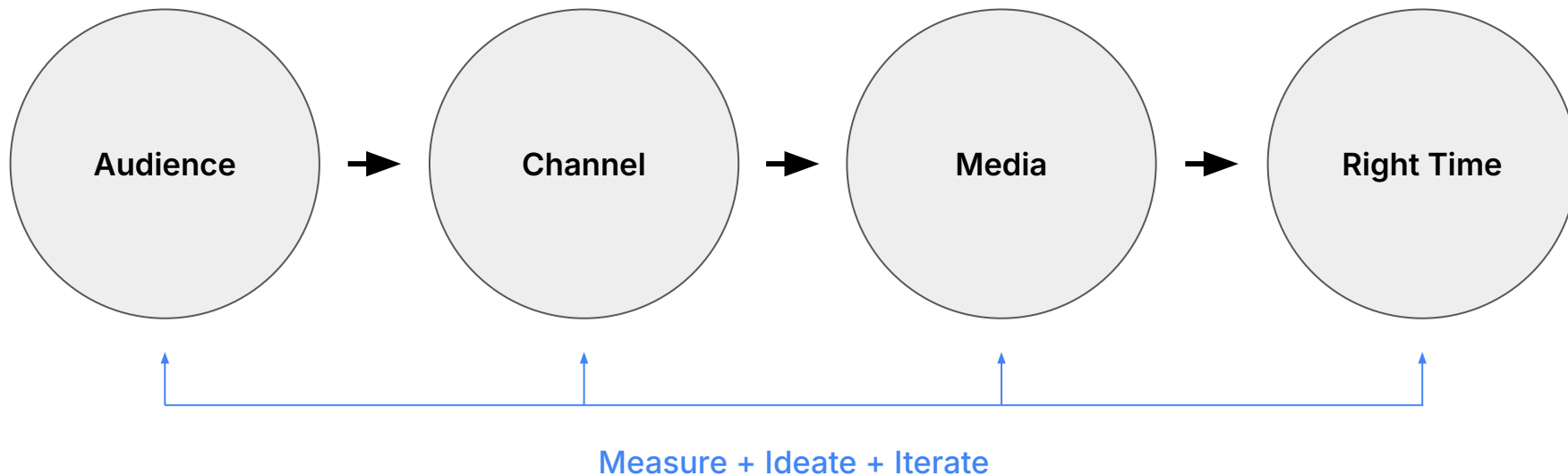
Origami is a **change-the-business** advisory with extensive experience helping brands build in-house agency capabilities to leverage creative and storytelling, drive audience and brand engagement, and increase revenue.



Brands need to regularly create compelling stories and content to set a narrative for their target audiences. To consistently create stories for the right channels quickly and effectively, brands need the internal capability to operate like creative agencies.



Thinking and operating like a Creative Agency





Based on the specific editorial and content needs Origami assembles teams of experts to deliver the right narratives in the right formats for the target audience, from print to digital, from creative strategy through execution.

We offer two models:

- Managed Service
or
- Establishing an in-house agency capability within the brand
 - addressing all necessary facets
 - Staffing
 - Process
 - Tools
 - Product development (if necessary)



Thaddeus Kromelis is a seasoned executive from the advertising, marketing, and media industries. He advises companies on their content and marketing efforts, including how to build successful teams that drive revenue. From 2015–2024 he built and led the in-house creative agency at Business Insider, a team that generated millions in revenue during his tenure. Prior to that he worked at WPP, Edelman, and Condé Nast.

Josh Liberson founded Origami in 2017. He began his career as a magazine designer and in 2001 established Helicopter, a design company that served clients in the arts, media, hospitality, and home sectors. In 2011, Helicopter was acquired by its client, the Kleiner-backed retailer One Kings Lane, where Helicopter evolved into a best-in-class, 100 person creative agency, serving all aspects of the customer experience.



BUSINESS INSIDER

Built full-service,
full-funnel, 60 person
in-house creative
agency and integrated
marketing team.

Capacity

~200 integrated
campaigns
a year

Capabilities

- Creative
- Integrated marketing
- Comms
- Events

Revenue

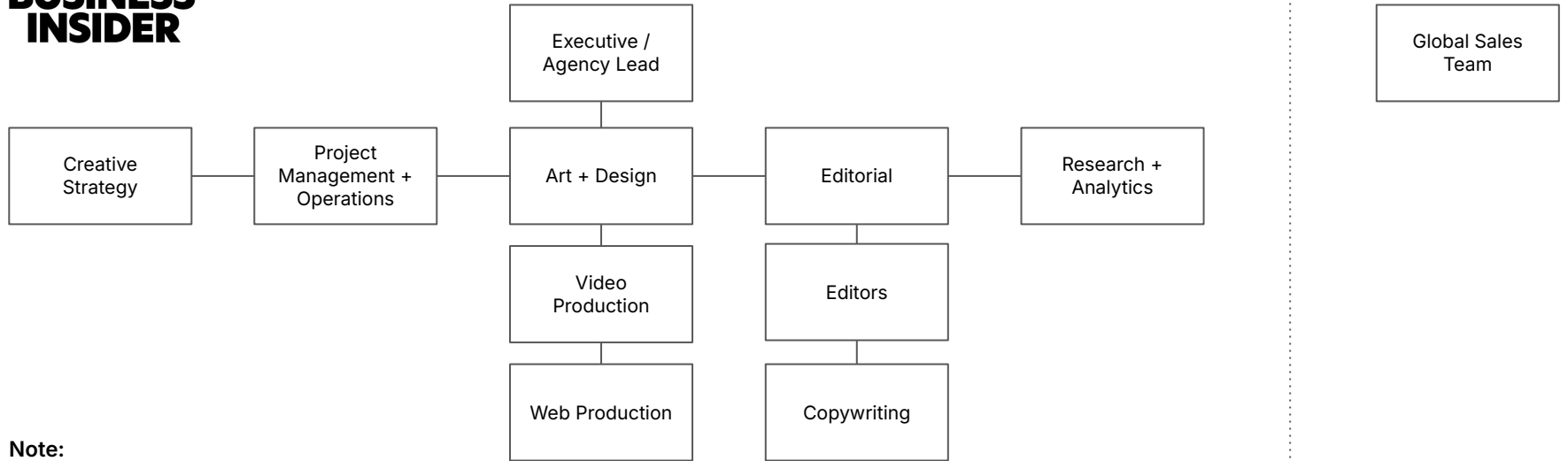
\$60M annually

- from sub \$1M in year one
- Transacted via direct IO (contracts with brand marketers or their media agencies).

Additional \$50M annually
from programmatic
contracts supported by
agency collateral.



BUSINESS INSIDER



Note:
In-house agency
configuration and size
of organization TBD
based on specific
needs of the business



Category:
Personal Finance

Agency Client:



5-yr partnership

Sales Performance:
+\$10M in topline
revenue

Program:
Program evolved over
time, starting with
brand awareness and
moving forward lower
funnel targeted media.

Program highlight:
Developed and
produced Fidelity's
first influencer talk
show built for social

Agency Client:



5-yr partnership

Sales Performance:
+\$10M in topline
revenue

Program:
Program evolved over
time, starting with
brand awareness and
moving forward lower
funnel targeted media.

Program highlight:
With data collected
from custom video
campaigns we
retargeted users online
with card offers.



Category:
Technology

Agency Client:

DELLTechnologies

5-yr partnership

Sales Performance:

+\$10M in topline
revenue
+\$3M in contribution
margin

Program:

Program evolved over
time, starting with
brand awareness and
moving forward lower
funnel targeted media.

Agency Client:

Google

2-yr partnership

Sales Performance:

+\$10M in topline
revenue
+\$3M in contribution
margin

Program:

Flexible narrative
campaign built
primarily around
sponsored article
content, then heavily
promoted by Google to
drive traffic and
awareness.



Category:
Luxury

Agency Client:

Cartier

2-yr partnership

Program Performance:

Traffic coming from our campaign (per client's tracking and analytics) outperformed all other partner, including the NYT, as measured by primary KPI — selling watches.

Program highlight:

This partnership was landed in the first year of the in-house agency. Business Insider would have never landed this business absent the capabilities to pitch and produce high-end creative (interactive web pages, custom video, high-caliber ad units).

Agency Client:

RALPH LAUREN

2-month partnership

Program:

BI's flexible, in-house team quickly pitched and produced a photoshoot that captured the Ralph look-n-feel for the younger Business Insider reader in time for the holiday season.

Program highlight:

This partnership opened up a new category for Business Insider's sales team, serving as a case study to bring to other clothing retailers, having built credibility by working with a well-known brand.



BUSINESS INSIDER

"Thaddeus built and led a full-service creative agency that delivered impactful integrated marketing campaigns and content for our roster of Fortune 100 clients as well as fulfilled the needs of our internal sales and marketing teams."

Pete Spande,
CRO, Business Insider

CHRISTIE'S

"Origami helped us analyse our global content operation, identify and prioritize key opportunities, and recruit the right talent to make those changes come to life."

Gillian Gorman Round,
Global CMO, Christie's

Origami advised on the role of content to reinforce the brand's cultural presence in support of the auction business, including the structure, processes and KPIs of the global organization and hiring new talent to lead it.



"Origami unlocked new opportunities for us to engage with a class of customers every brand dreams of reaching."

Kedar Deshpande,
CEO, Zappos

Origami assembled a world-class visual and editorial team to expand Zappos's creative presence and deliver exceptional shopping experiences tailored to specific audiences.



For more information on Origami's
Creative Agency Advisory:

Thaddeus.Kromelis@heyorigami.com