

Agency for the Next Economy

Agency announces the launch of its 'new economy' consultancy

Underpinned by a proprietary model for predicting future human behaviour, the founders have affectionately named “BE.AP.S.” – Behavioural Economics x Applied Psych. x Strategy.

BE.AP.S. provides sustainable and socially conscious brands with a cheat sheet for the next economy. By embracing conscious consumerism, it's flipping the agency model on its head and partnering with brand clients to navigate this new way of consumer thinking.

Says Todd Sotheren (left), co-founder and creative director at Agency: “Increasingly, consumers are voting with their wallets for the World they want to live in.”

Agency promises to

- Create clarity for brands in an uncertain future
- Align mindful purchases with your bottom line
- Enable brands to be a force for positive change

Says Nicholas Mason (right), co-founder and strategy director at Agency: “It's why at Agency, we say 'Don't be a Can't'. Because consumers won't cop it any more.”

BE.AP.S. modelling is available now for inherently good brands turning over between \$2 – \$100M.

For more information on Agency, please visit www.agencybyron.com

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