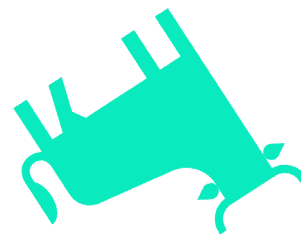


Noble People

Factsheet



We are a media agency. We advise some of the world's biggest brands on how they should market themselves across **all media channels** and provide strategic, buying, reporting and optimization services for them to achieve maximum growth.

Services

We do

Brand strategy
Communications strategy
Media strategy and planning
Brand and performance media buying
Analytics, reporting, and optimization

We solve

Budget setting
Channel allocation
Geographic prioritization
Audience focus
Flighting strategy
Measurement and attribution

96 Morton St, 3 FI
New York, NY 10014

hello@noblepeople.com
(646) 326 8515

Brands we've helped



Leadership



Greg March
CEO,
Partner



Lindsay Lustberg
COO,
Partner



Todd Alchin
CMO,
Partner



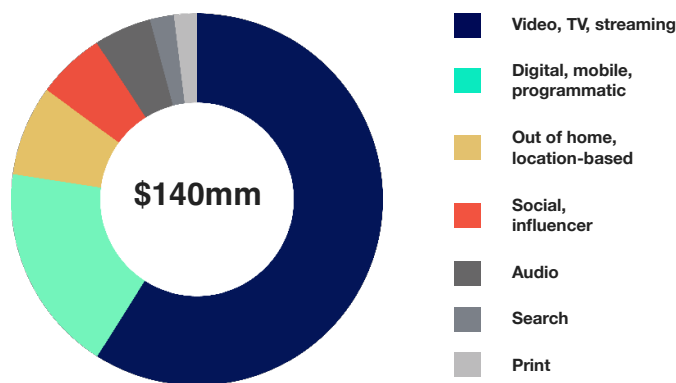
Tom Morrissy
Chief Growth
Officer

Noble People is independently owned by the managing partners, not private equity or a holding company.



There are 60-80 staff.

Media Spending



Philosophy

- Almost anything can be a medium
- Media and technology are at the forefront of creativity
- We seek transformative growth over incremental growth
- We earn money based on the work involved, not from commissions on media spend