

# TL;DR: WE'RE **PETERMAYER**

A creative-led, integrated  
marketing agency.

## WE UNLEASH BRAND **JOY.**

We're on a mission to make the world a more joyful place, one brand moment at a time.

How? By finding the joy inherent in every brand we serve, and setting it loose to win hearts, lift spirits and drive real business results.

We tested the business impact of **Brand Joy** through a rigorous series of qualitative and quantitative consumer surveys.

### WE'VE FOUND...

Purchase intent is tightly connected to the joy delivered by marketing.

**80%  
CORRELATION**

More joyful marketing leads to greater purchase intent.

**63%  
OF PURCHASE INTENT**  
is related to **Brand Joy**.

Read the latest research [🔗](#)

AdAge  
SMALL AGENCY  
OF THE YEAR

A's



AMIN



WOMEN  
OWNED

**PETERMAYER**

**MICHELLE EDELMAN**

CEO | Chief Strategy Officer,  
760 518 0578  
edelmanm@peteramayer.com

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Brand Planning

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Data & Analytics



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