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FOUNDATION & AWARDS
We believe hospitality is the act of creating a platform to exceed expectations, it’s part of our DNA and what we strive for. It is our living, breathing, and ever-evolving mantra for how we approach our work, our partners, our clients, and our agency culture.
WE ARE WHAT WE DO
Enthuse was founded by experiential marketing veteran, Kim Lawton, and education specialist, Kristy Snyder. Together, their collective expertise is the foundation for Enthuse's brand-building strategies.

We are proud to be a WBENC-certified woman-owned and women-led business* and are deeply committed to diversity and inclusion.

*Executive Team/Shareholders: 100%
Senior Leadership Team: 50%
WE ARE ENTHUSIASTS

Beyond a name, Enthuse is people.

We are a collective of industry experts, educators, and connectors who translate our hospitality mindset, expertise, and enthusiasm for our passions into results for your business.
EXPERIENCE AGENCY

We believe experiences are the foundation of connection, education is the cornerstone of inspiration, and distinguished service is an art.
When we say we do new to next, we're not all talk.

The Enthuse Foundation is a non-profit organization investing in a new generation of female entrepreneurs and cultivating the next generation of business leaders.

SERVICES INCLUDE
- Pitch Night Events
- Resources & Relevant Content
- Mentorship
- Foundation Grants
Whether you’re an entirely new brand or an evolving established brand, Enthuse is dedicated to new ways of growing your business

We develop the relationships, custom solutions, and inspiring experiences needed to engage the gatekeepers and influencers that drive your trade

- Relationship Building
- Expert Education
- Live Activation
- Field Marketing
SERVICES

**STRATEGY**
- Brand Consulting
- Brand Planning
- Launch Strategy
- Content Strategy & Creation
- Creative Ideation & Design
- Media Engagement
- Public Relations Strategy
- Social Media Strategy
- Social Community Management

**EXECUTION**
- Field Marketing
- On-Premise Marketing
- Brand Education & Training
- Trade Engagement
- Influencer Campaigns
- Experiential Marketing
- Sponsorship Management
- Grassroots Sampling
- Event Activation
- Retail Activation
- Hospitality Events

**PERFORMANCE**
- Analytics Management
- Data Management
- Data Systems
- Website Development
- App Development
- Insights Cultivation
- Insights Reporting
- Testing & Optimization
- Website/Portal Development
OUR CLIENT PARTNERS

We've partnered with some of the world’s most recognizable brands

DIAGEO  
wildscape  
Nestlé  
Copper Dog  
Nespresso  
S.Pellegrino  
Chameleon Cold-Brew  
virgin atlantic  
Acqua Panna
Enthuse partnered with Diageo to reinvent the business-to-business strategy for its Reserve brands with a game-changing program that connects our team of industry experts with gatekeepers and account buyers at 1,400 trend-leading accounts nationwide. This multi-tiered program includes three layers: National Educators who serve as the face and voice of the brand, Program Specialists who deliver cross-category training, and On-Premise Consultants.

Our team takes a consultative approach, leveraging their experience to ensure their business and cocktail needs are met, employing a variety of approaches to tailor the engagement to meet the needs of the account including:
- Cocktail menu consultation
- Staff category education
- Spirit inventory assessment and strategy
- Behind-the-bar expedience, executional assessment
- Special event concepting to align with Reserve portfolio initiatives
- Curated cocktail development (draft cocktails, bottled cocktails)
Busy Millennials are seeking convenience, but they also want food that’s healthy and flavorful. Wildscape, a gourmet frozen meal brand, wanted to showcase their line to buyers, press, and other attendees at ExpoEast and ExpoWest. Enthuse ushered the brand through the entire trade show process, including designing and producing the booth, signs, marketing materials and supplies, coordinating logistics, and employing a field manager to ensure success.
Though well-known in Europe as a premium espresso brand, Nespresso wanted to build relationships within the luxury hospitality and service industry in the United States. The problem? With so much competition, it was a challenge to stand out from the crowd – particularly in the B2B space. In order to reach and educate potential clients within the industry, they needed to create a memorable experience that embodied the premium nature of the brand.

In order to reach the most influential players in the luxury hospitality and service industry, we had to bring Nespresso to trade events like the National Restaurant Association Show, Star Chefs, and the Forbes Travel Guide Star Awards. Still, while those events offer the opportunity to meet potential clients in droves, it also makes it more difficult to stand out. With that in mind, we designed a luxurious lounge space that could easily adapt to cater to the audience of the day.
Every brand begins with a story. And, when that story is told in a compelling, authentic way, lasting connections are formed.

We offer:
- Video
- Photography
- Social Media
- Copywriting
- Recipe Development
GET IN TOUCH

Let us show you how our hospitality-led approach can exceed expectations for your brand

KIM LAWTON / CEO

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THANK YOU