



COMPANY ACHIEVEMENT NOMINATION FORM

Company Name: DASH TWO
Years In Existence: 10

LEADERSHIP

How is this company a leader in the industry? How is this company viewed by members of the community, including employees, clients, partners, investors, the press, and members of our community at large? Please provide very specific examples and quotes from community members if possible.

Over the course of 2018, DASH TWO worked hard to share our expertise with the advertising and marketing community via key thought leadership pieces and commentary in notable outlets like the LA Times, Adweek, and MediaPost. We've initiated conversations with the media about trends in the business, including the revival of interesting in OOH and its integration with digital marketing. Full links to articles here: <https://dashtwo.rockpaperscissors.biz/>

INNOVATION

What are this company's strengths in innovative thinking, problem solving and/or recognizing business opportunities? Please provide very specific examples including but not limited to awards, patents, press recognition, etc.

We're on the forefront of the connection of social and outdoor, of using OOH to impact the social reach of our clients' work. The outdoor industry has long stuck to its old-school methods, but DASH TWO pushed it hard in terms of practices and reporting, insisting on applying digital measurement practices to OOH. One of our most successful implementations of this approach was The Beatles Billboard campaign for Universal Music. The Sunset Boulevard billboard displayed a white image during the day, playing into the nickname for the album. As day faded into night, the billboard became illuminated and showed a different image of all four Beatles, pictured during the group's heyday. The work got DASH TWO on the OBIE finalist list.

COMMUNITY

How has this company contributed to the ThinkLA community in any or all of the following capacities: knowledge sharing, training, charity work, industry events, or any other substantive way? Please provide very specific examples and, if possible, some measurable impact that they have had on the community.

As ThinkLA corporate members and regular ThinkLA event attendees, we regularly work pro bono to support ThinkLA's initiatives via OOH campaigns for events like Ad Jam and these awards. We are also proud to provide regular pro bono work for non profits with significant social missions and proven impact like Planned Parenthood, the Anti-Defamation League, and the Midnight Mission.

DIVERSITY/INCLUSION/GENDER



How has this company helped to promote the ideas of diversity, inclusion and gender by connecting diverse groups of committed, collaborative, and unique individuals in pursuit of a common goal? Please provide very specific examples.

DASH TWO looks like more like LA than many digital agencies. The majority of our employees identify as women. You can regularly hear six languages spoken at DASH TWO, and our back office colleagues are almost exclusively South Asian. We're proud of our diversity and relish the creative perspectives it gives us.

We strongly recommend including supporting materials in addition to this form, such as videos, press/media reviews, links to product demos, promotional items, and any other relevant items.