



hi there! we're
NinetyEight



WHO WE ARE

NinetyEight is a future-focused agency that creates collaborative relationships between Gen-Zs and brands – driving our generation's voice to the forefront of digital marketing.

As a company rooted in innovation, impact, diversity, and community, we strive to create a new generation of respectable yet resonant brands that work for consumers first. Our small but mighty team is driven by the hope of Gen-Z and is focused on bringing Gen-Z digital expertise to every brand that needs it.

With NinetyEight, you can speak to and with Gen-Z.

MEET OUR FOUNDERS



Celine Chai
Chief Executive Officer
Kuala Lumpur, Malaysia



Gia Lee
Chief Strategy Officer
Manila, Philippines



Bryant Lin
Chief Marketing Officer
Bay Area, CA

Fun fact: we're all born in the year 1998!

GEN-Zs ARE COMPLICATED.

We are the largest
and most diverse
generation ever

We do everything -
from social justice
to sports to fashion,
you name it

We value
connectivity - both
online and offline

We were raised
on social media,
spending an
average of 4.5
hrs a day on it

We Can Help You Break it Down

**3 Global
Locations**

**40+ international
clients across
multiple industries
including food &
beverage, fashion
and non-profit**

**200+ personal
connections with
Gen-Zs through our
Koi Pond network**

**2M organic
interactions
across client
social media
platforms**

The Synergy Between Brands & Gen-Z.

Our underlying purpose: TO MAKE GEN-Zs UNDERSTOOD

While other agencies are tools that exist within the realm of the current world, **NinetyEight is an agency that you can rally behind.** We examine the norms within the current industry and ask why it functions the way it does. We break down the why behind every action.

At the end of the day we emphasize **the Gen-Z community** — our generation. As the bridge between brands and Gen-Z, we are the gateway to two-way marketing — with community first and process second.

The



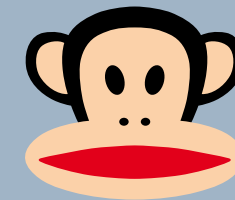
Pond

***Our Gen-Z-First
Approach***

The Koi Pond is our growing network of Gen-Z students, artists, athletes, thought-leaders, and changemakers that helps us understand the “why” behind Gen-Z behaviors. Our expertise lies not only in our personal experience as Gen-Zs but also in understanding the nuances within our generation as a whole.

From product testing, 1-on-1 interviews, and focus groups, creative campaign reactions, NinetyEight unites your brand with Gen-Z voices through the Koi Pond.

WHO WE WORK WITH





our clients ***SPILL THE TEA***

They were dedicated to their craft and were aware of the strengths that they could bring to the table. They are young, hungry, and supremely capable, but most importantly, they are a cohesive and complementary unit as a whole. NinetyEight offers a broad spectrum of services, but with significant depth of knowledge, making them a true full-service marketing agency.

- Aaron Friedman, Executive Director - OLASTEO

NinetyEight successfully delivered a high-quality campaign. They found influencers who were perfect for the client's needs and target audience. They are experts in their crafts and I would absolutely recommend them to anyone trying to market to Gen Z.

- Sam Ong, User Acquisition Associate - IMVU

NinetyEight was notable for their professionalism, creativity, and responsiveness. The team had an excellent workflow.

- Grant Kirkpatrick, Founding Partner of KAA Design

I found the high level of professionalism, creativity and joy for their work most impressive. The workflow was highly effective. 98 was always on-time or early for deliverables and had boundless energy, creativity and good sense. Highly professional and a joy to work with.

- Dr. Ellen Ensher, Author & Professor

Employers reveal Gen Z email sign-offs: 'Hasta la pasta'

Trailblazers: How a grueling pandemic job market fueled these college grads to start their

Trailblazers: How pandemic job market fueled these college grads to start their own agency

NinetyEight Spotted 🥵🥵

FEATURED

LIFE

NEWS

College graduates launch LA's first-ever Gen-Z advertising agency

Gen-Z company shows how employees sign off on emails: certainly expressive

The next generation of workers are changing work culture, with a focus on themselves fully.

Clara Harter - 11 months ago - "influencers", advertising, entrepreneurship, Gen-Z, Loyola Marymount University, NinetyEight, TikTok

WHAT CAN WE DO FOR YOU?

1 Gen-Z Consulting

Real people. Real stories. The real Gen-Z. Gen-Z is more than just the “TikTok” generation. We’ll simplify and amplify Gen-Z needs so you can understand your audience.

- a. Access to the Koi Pond
- b. Qualitative & Quantitative Research
- c. Trend Reporting
- d. Advisory Council

2 Influencer Marketing

We’ll connect your brand with a network of influencers to gain your audience’s trust, turning them from consumers into loyal brand advocates.

- a. Creative Strategy
- b. Talent Sourcing
- c. Influencer Outreach & Management
- d. Campaign Execution & Analysis

3 Social Media Management

As digital natives, social media is second-nature to us. We’ll help you utilize social media to grow your business and authentically connect with your audience. (Platforms: Instagram, Facebook, TikTok, Twitter, LinkedIn, Discord, Reddit)

- a. Content Creation & Copywriting
- b. Social Media Strategy
- c. Community Management
- d. Ads Optimization (Paid Social & Search)

4 Branding

Whether you’re starting from scratch or looking to revamp your brand identity, we’ll help you find your brand voice.

- a. Brand Development & Strategy
- b. Visual Composition & Logo Design
- c. Rebranding Strategy
- d. Website

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1 ***Gen-Z Consulting***

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3 ***Social Media Management***

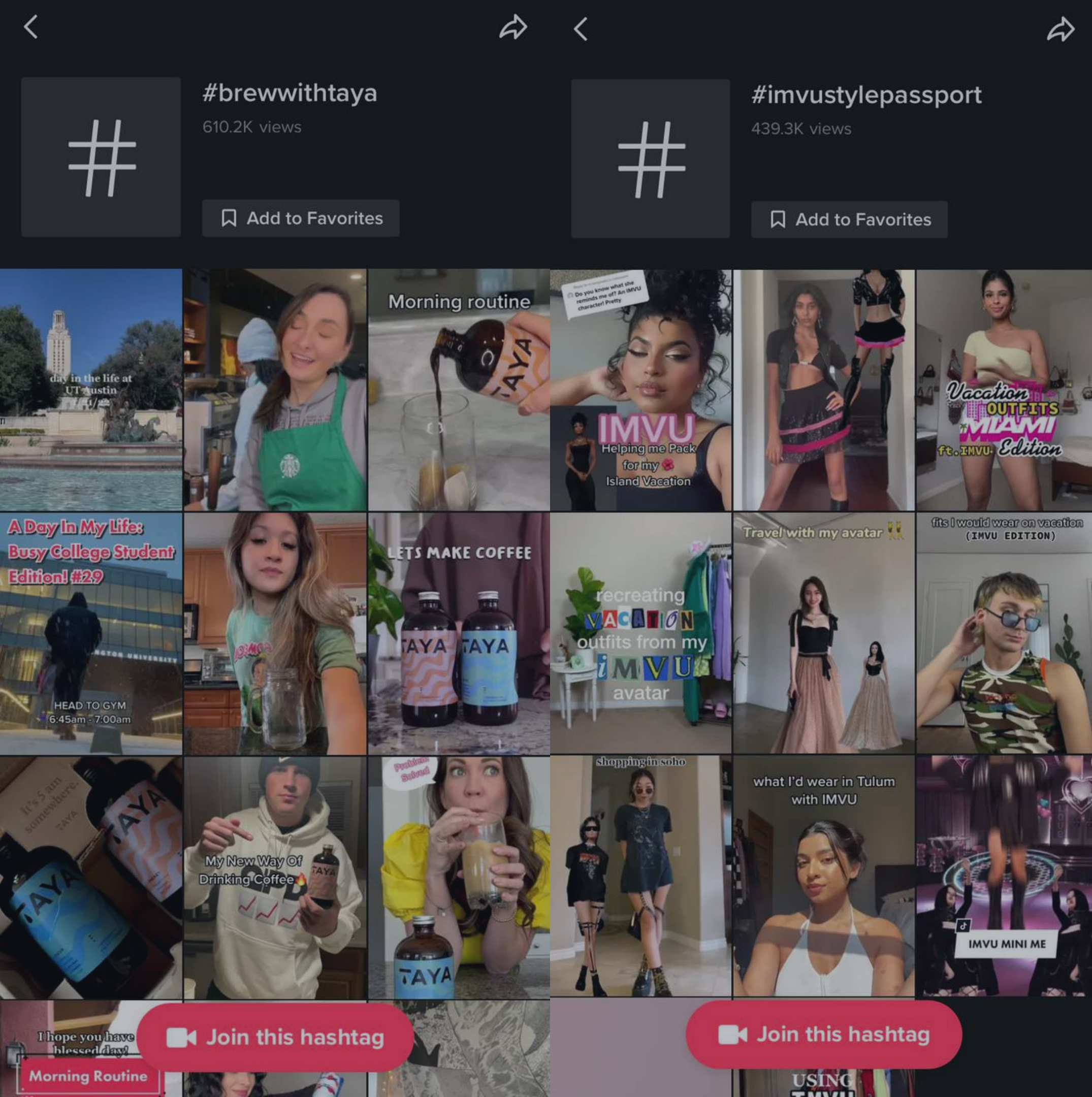
4 ***Branding***



1 *Gen-Z Consulting*

Real people. Real stories. The real Gen-Z. Gen-Z is more than just the “TikTok” generation. At NinetyEight, we look beyond short-term trends and into the underlying “whys” that will ultimately drive Gen-Z to your brand.

1. Access to the Koi Pond
2. Qualitative & Quantitative Research
3. Trend Reporting
4. Advisory Council



2 Influencer Marketing

From influencers to brand advocates, we foster relationships that go beyond a one-time transaction. Our team of Gen-Zs take influencer campaigns personally: handpicking diverse creators that actually care about your brand.

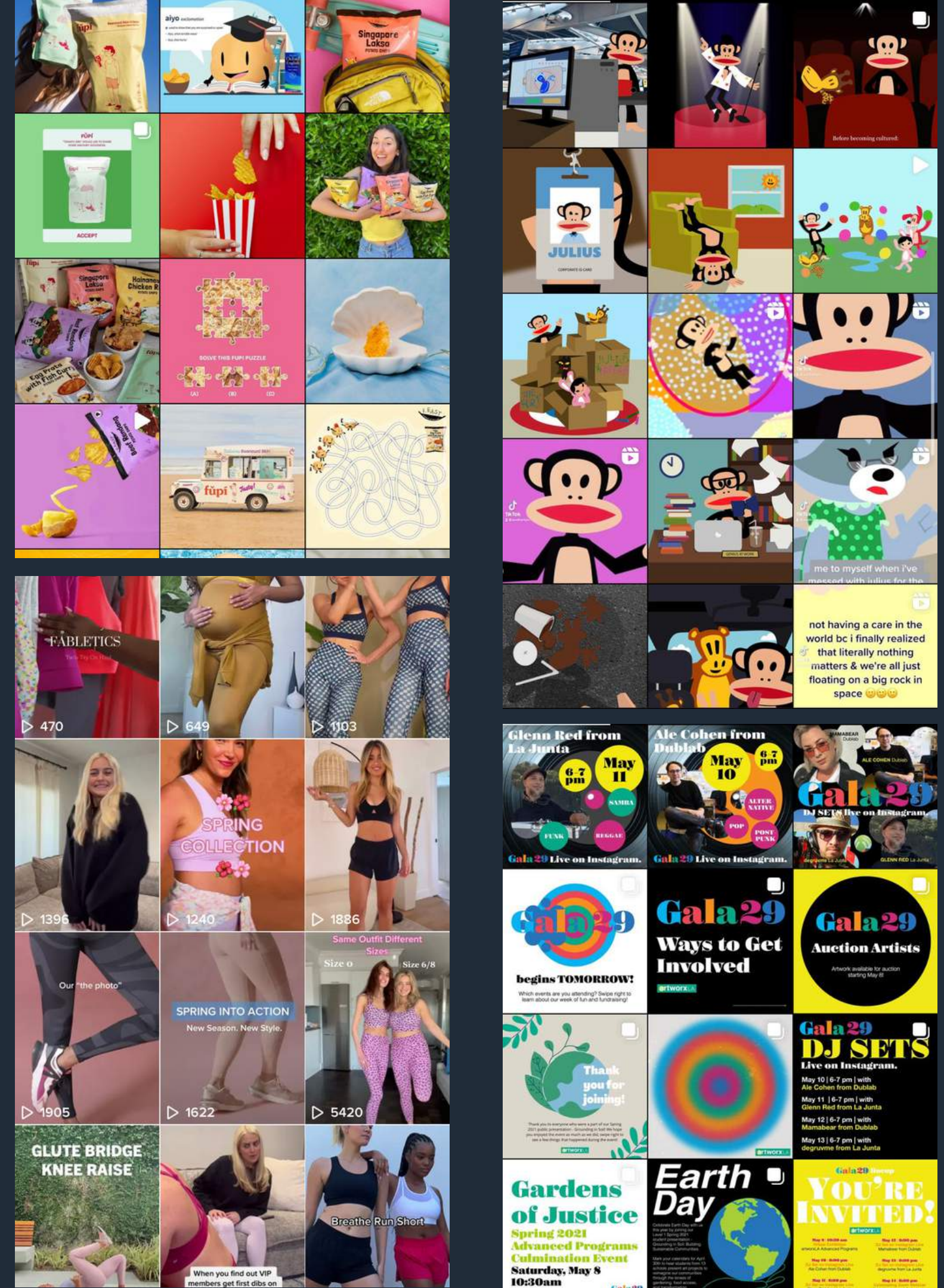
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4 Branding

For every brand trying to win the hearts of Gen-Z, the answer is this: we want a brand that cares and that starts with your branding. Beyond your logo, we'll work with you to build a brand that will evolve alongside Gen-Z and stand the test of time.

1. Brand Development & Strategy
2. Visual Composition & Logo Design
3. Rebranding Strategy
4. Website

A photograph of four young women sitting together on a yellow patterned couch. They are all looking at a smartphone held by one of them and laughing. The woman on the far left is wearing a purple cardigan and a black beret. The woman next to her is wearing a black lace top. The woman in the center is wearing a grey blazer and a leopard print scarf. The woman on the far right has curly hair and is wearing a black top. The background is a plain wall. The image has a dark overlay with white text.

WE'RE MORE THAN JUST A MARKETING AGENCY.

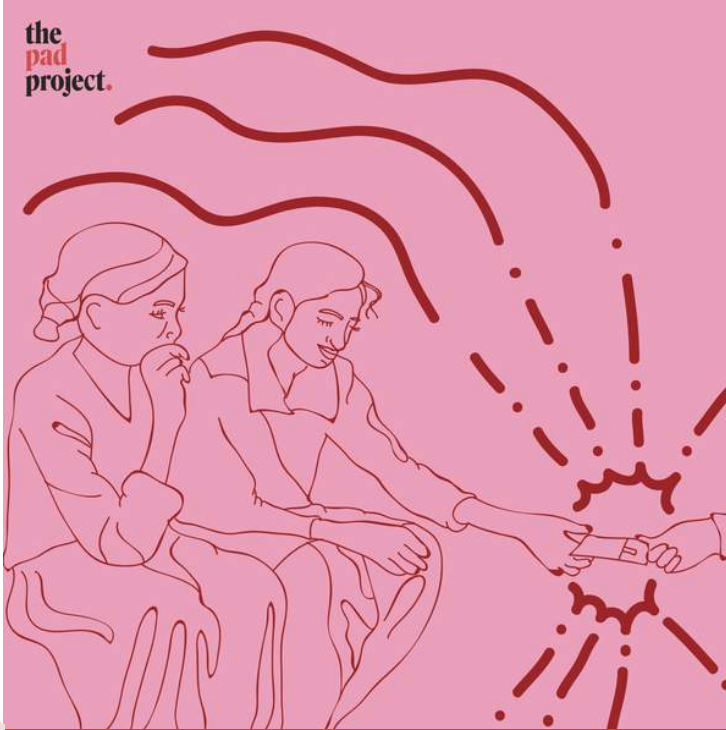
we believe in the **human experience** – tracking and participating in things that **matter to us as a generation.**

Our Pulse on Culture

98things is an amalgamation of 98 topics, fun facts, anecdotes, and even memes that will help you and your brand track the pulse of Gen-Z culture.

Gen-Z culture is second nature to us because it's our first-hand experience. **We've done the hard work so you don't have to**—in fact, our research goes so deep that we live through our findings every day.

98things



h.u.g.

h.u.g (hygiene you give) is NinetyEight's for-good initiative to provide menstrual care products to underserved communities in Los Angeles.

We are proud partners of The Pad Project and support their mission to reduce the effects of period injustice by pledging 2% of all profits.

Our Impact:

- Donated 600+ hug packs (hygiene kits) to menstruators in need
- Hosted a donation drive within our own community
- Share monthly educational resources across our social media platform
- Donated over \$2800+ to The Pad Project

**as of June 2022



WE ARE GEN-Z.

As Gen-Z's ourselves, we know our generation the best, and that puts us at an advantage for meeting our generation where they're at.

We approach every single detail with a Gen-Z lens. We're **culturally in-tune** and constantly on the ground not just observing Gen-Z culture but **experiencing** it as well. We know what's trending and understand how the trends came to be.

We challenge short-term thinking by focusing on the **long-term legacies** and impact. Our values lie in understanding and leading our generational movement.



SLIDE IN OUR DMS

Business Inquiries:
Email: info@ninetyeightla.com



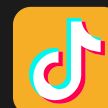
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[@ninetyeightla](https://www.tiktok.com/@ninetyeightla)



Winner of:

*2021 ThinkLA Silicon Beach Start-Up of the Year
2022 Web Excellence Award for Best Social Media Influencer Campaign*

CAMPAIN US **BBC** **FORTUNE** **INDEPENDENT** **LMU**
SMDP **YAHOO NEWS** **NEWSWEEK** **INC** **THE DRUM**