

ADWEEK

This Agency Blends Art and Science for Clients Like Jägermeister and New Era

Crossmedia also enjoys a good burger every Friday

By Tim Nudd

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Photo: Christopher Gabello

Who Kamran Asghar, co-founder and president

What Creative and media agency that focuses on small and midsize clients

Where New York office

Creativity and analytics can be like oil and water, but Crossmedia blends them into an attractive offering for small and midsize clients across paid, owned and earned media.

With 55 staffers in three U.S. offices (plus a partner agency in Germany), the shop couples the science of reaching people and the art of engaging with them for clients like New Era baseball caps, Whole Foods Market, Kind bars and Jägermeister. (People got Jäger logo tattoos in a memorable integration with Spike TV's Ink Master program.) Crossmedia also boasts a staff retention rate above 90 percent—perhaps thanks to the in-office Burger Day every Friday. “When that gets too expensive, maybe we’ll open a restaurant,” said co-founder Kamran Asghar.