

The background of the slide is a large circle with a rainbow gradient, transitioning from blue on the left to orange on the right. In the center of this circle is a solid black circle. The text 'leap group' is centered within the black circle. 'leap' is in a bold, green, lowercase sans-serif font, and 'group' is in a bold, white, lowercase sans-serif font.

leap group

Oct. 2025

A person in a green jacket stands on a rocky mountain peak, looking out over a vast landscape. The foreground shows the rugged, brownish-yellow terrain of the mountain. In the middle ground, a thick layer of white clouds fills the valley. In the background, more mountain ranges are visible under a warm, orange-hued sky, suggesting a sunrise or sunset. A large, semi-transparent blue circle is overlaid on the image, centered behind the text.

**IN SIMPLEST TERMS, WE ARE
AN ADVERTISING AND MEDIA
HOLDING COMPANY.**

So why a boutique holding company?

Specialization:

Having specialized agencies allows us to provide a depth of expertise usually only found at large holding companies and agencies. No generalists here.

Scalability:

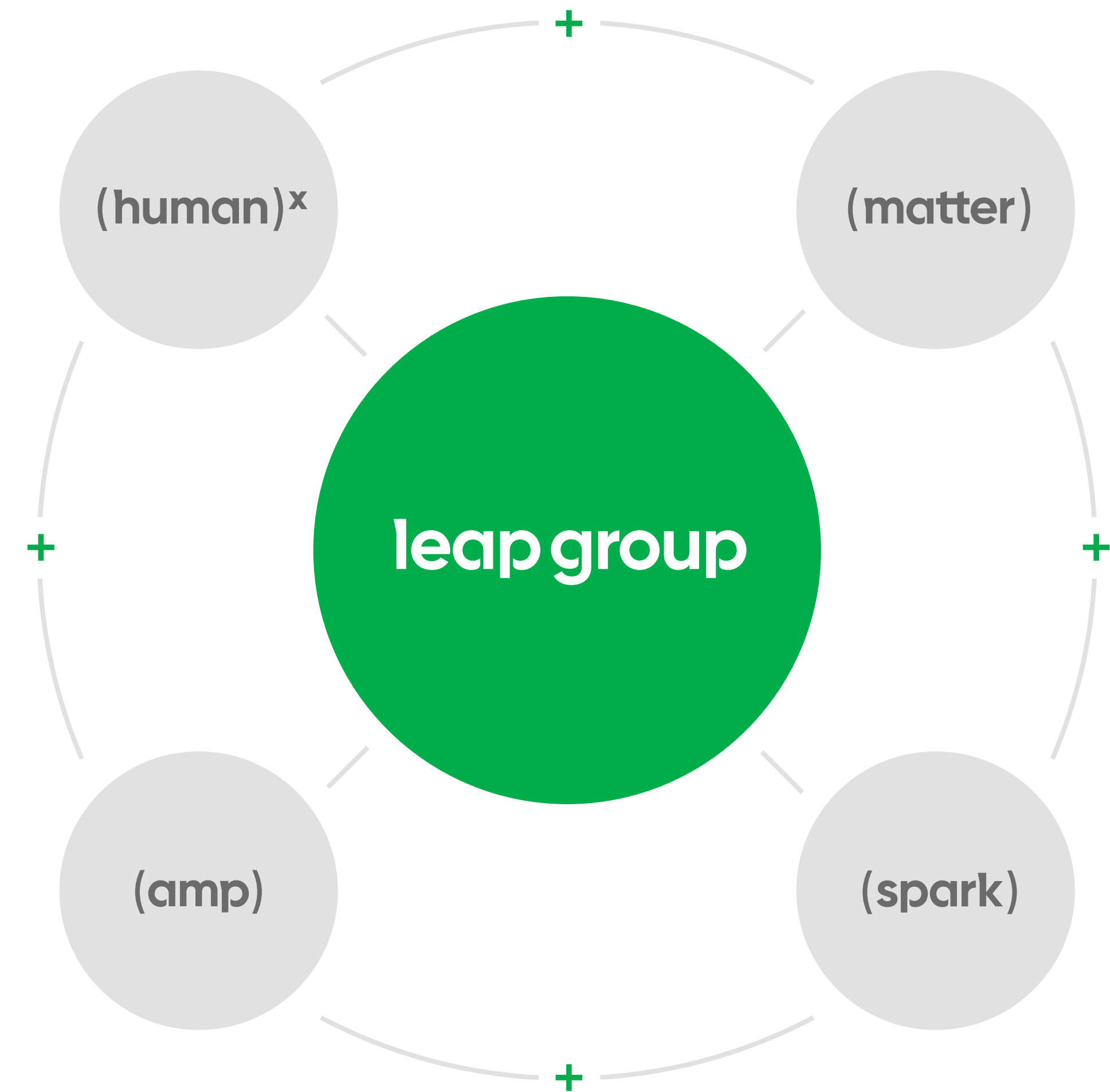
As much or as little as you need. Need just media? A video or a complete new website? Maybe a full service AOR? We got you.

Centralization:

Our centralized operations feel like working with a boutique agency and allow us to all share the same philosophy: market less, matter more.

Collaboration:

Our agencies complete not compete – collaborating to make all of our work stronger. And because collaboration is a core part of our own identity, collaborating with your team is second nature.



(human)^x

Strategy, Insights + Data Agency

Business Intelligence with real-world relevance. We use advanced analytics, our in-house, PH.D-led research team, and a human-centered approach to uncover what others miss and to deliver actionable insights for real business growth.

Consumer + Market Research

Competitive + Category Intelligence

Customer End-to-End Experience Consulting

Marketplace + E-commerce Strategy

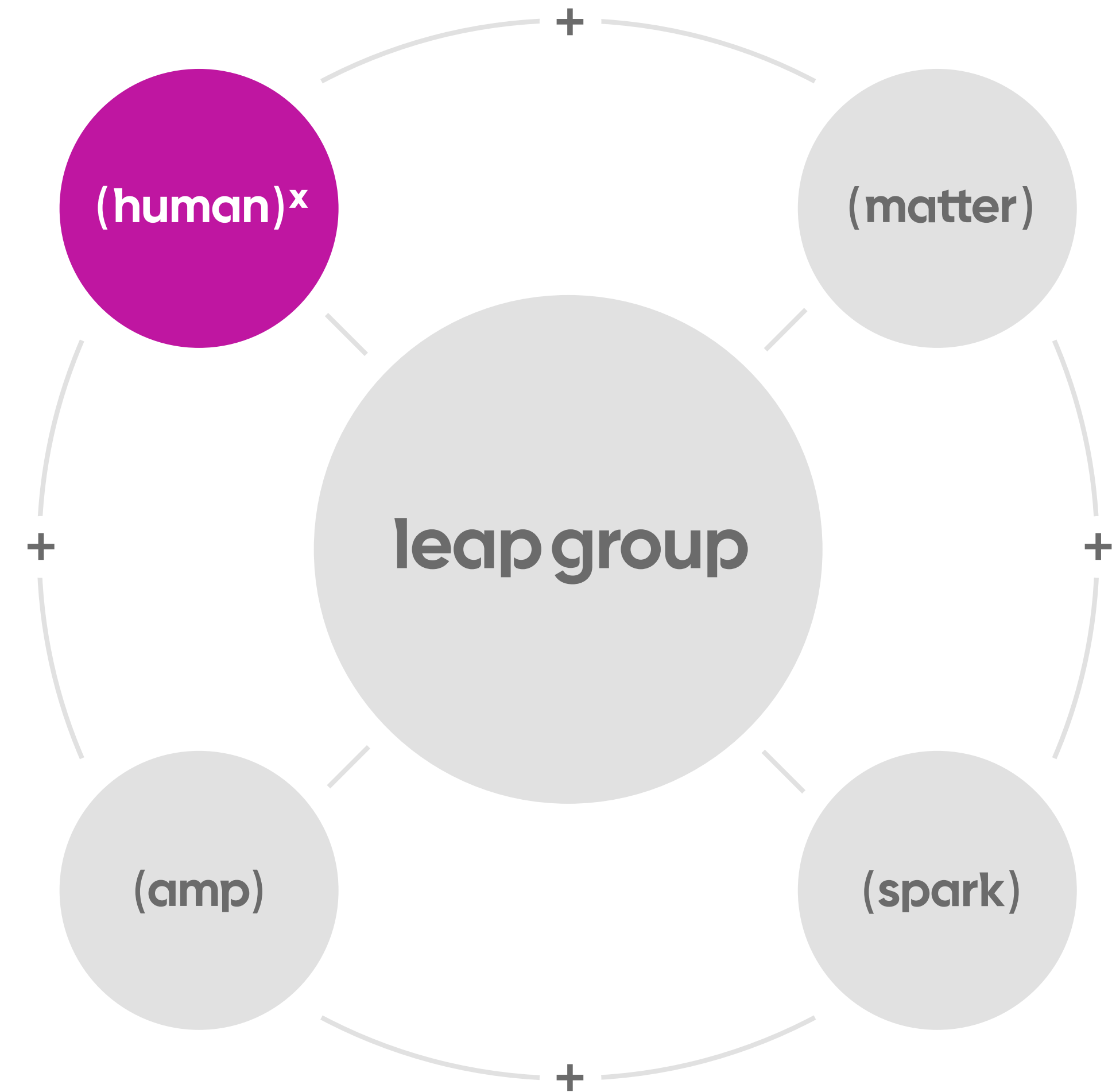
Data Strategy + Consulting

Advanced Analytics + Modeling

Data Engineering + Integration

Visualization + Reporting

Predictive Modeling



(matter)

Creative Agency

Creative that resonates. We exist to make your brand matter more to real people making real decisions in the real world—and deliver real, measurable results.

Storytelling

Brand Strategy + Activation

Identity Design

Advertising Campaigns

Design + Art Direction

Packaging Design

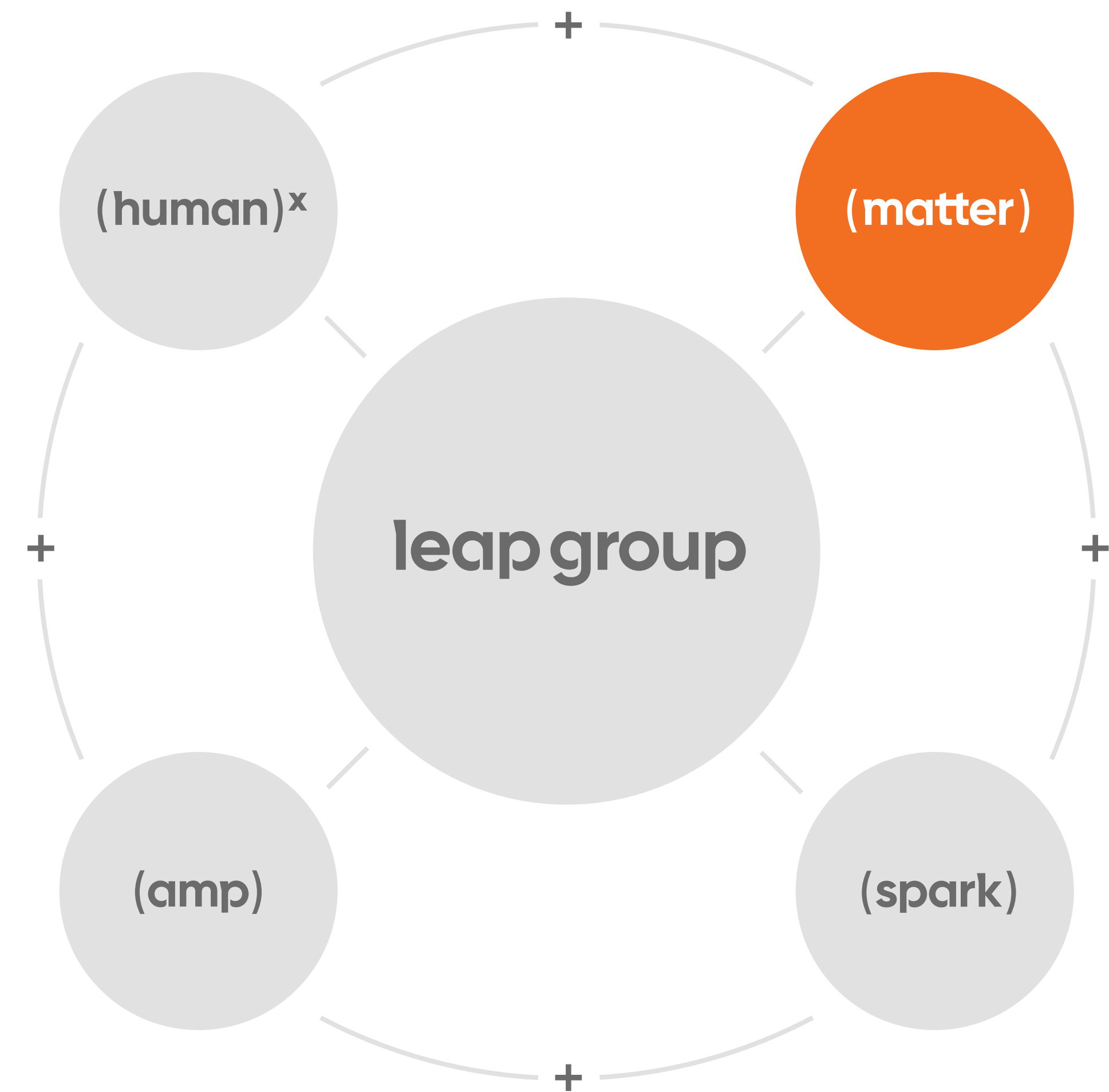
Print + Traditional Collateral

Data Visualization

Web + App Design

Content Creation

AI Graphics and Content



(spark)

Production + Tech Agency

Big ideas. Bold content. No drama. We bring your vision to life with nimble production and cinematic execution to deliver stories that stick and content that connects.

Design + Illustration Content Production

Scoring, Sound Design + Mix Video Production

Post-Production

Photography

Motion Graphics + Animation Social Content

Experiential + AR/VR

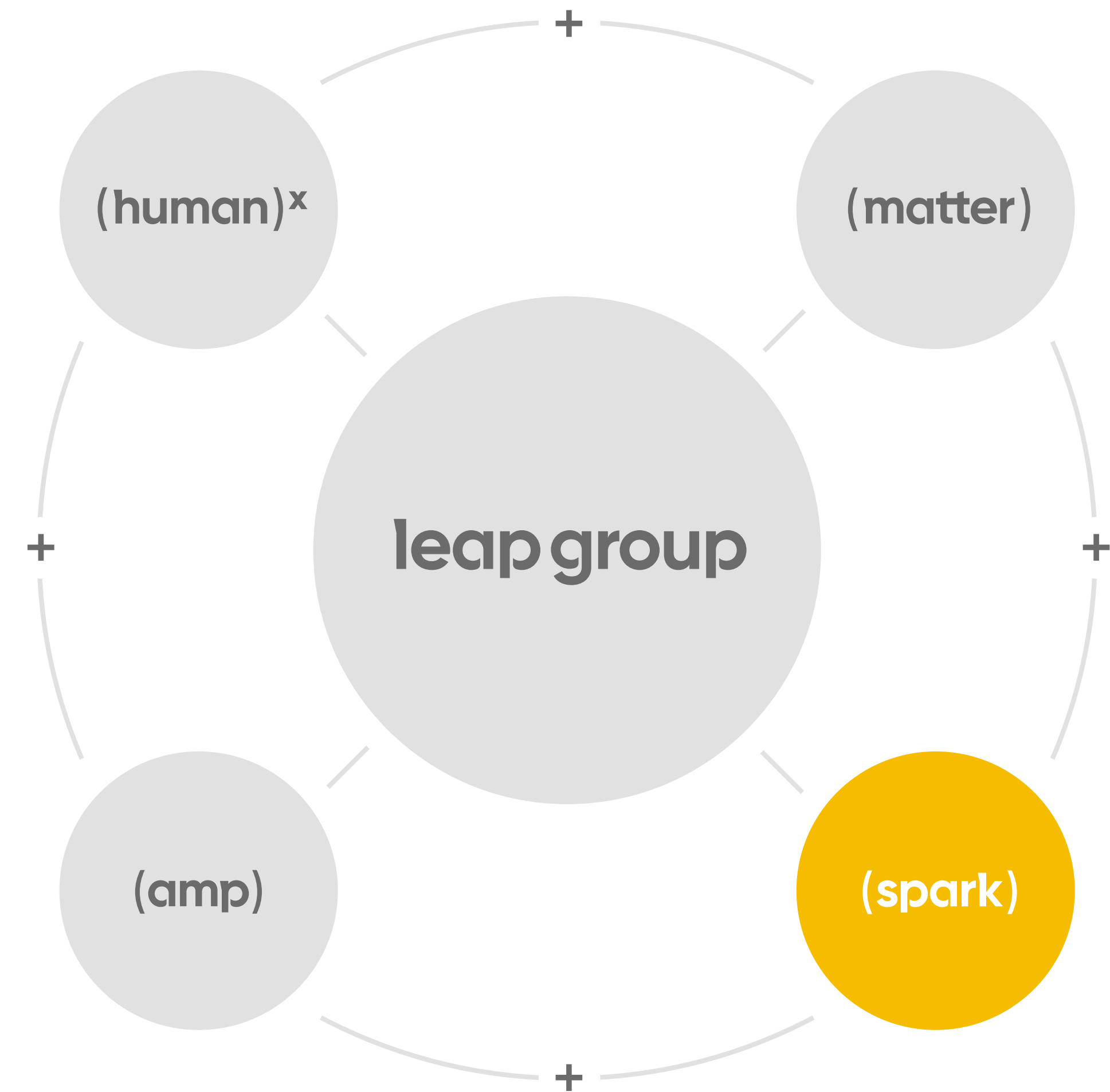
Web + App Development

Technology Architecture

Custom Platform Builds

Experience + Product Engineering

Hosting and Cloud Strategies



(amp)

Media + Performance Marketing Agency

Messaging that resonates. We use smart media, sharp creative, and real-time optimization to reach the right people at the right moment for meaningful engagement and measurable results.

Media Strategy + Consulting

Media Planning + Buying

Programmatic

Social + Influencer

Community Media Management

Loyalty

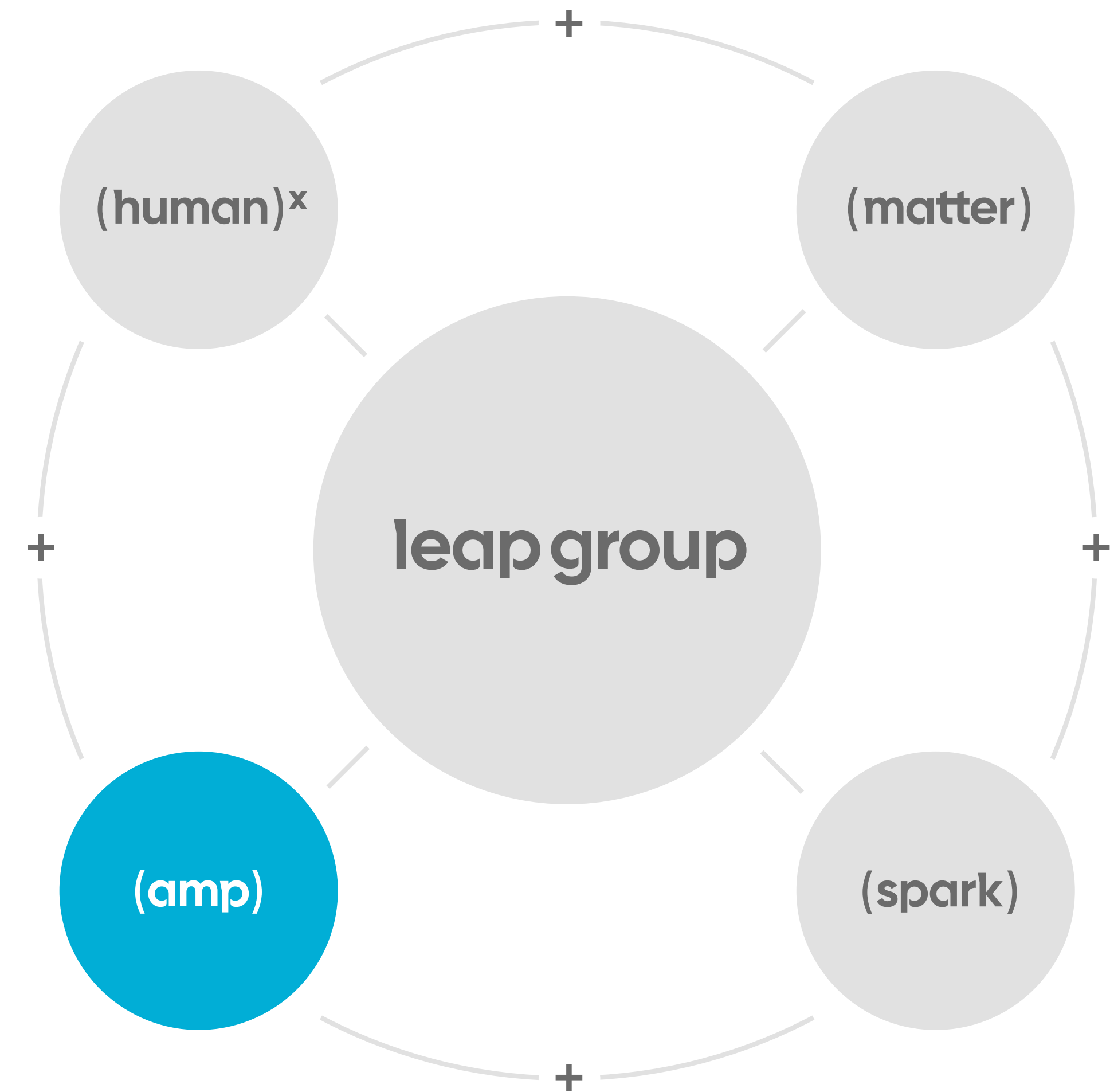
Total Search

Paid Social

Email / SMS Automation

Consumer Insights

Analytics + Reporting



26

Years in Business
Independently Owned

4

Specialized
Agencies



4

Locations
Louisville • Indianapolis
Chicago • Cincinnati

150+

Subject Matter
Experts

Named to the top 50% of
America's **fastest-growing
companies in 2023 & 2024** –
proving our model works.

EXPERIENCE YOU CAN TRUST

CPG + Retail

Food + Beverage

Restaurants

Sports + Active Lifestyle

E-Commerce + Tech

B2B

Financial + Insurance

Healthcare

Government





We lead when needed. Support where needed.

At Leap Group, collaboration isn't a capability — it's our core. We seamlessly integrate into existing marketing ecosystems, enhancing in-house teams and partnering with agencies to drive shared success.

Brought in for digital execution or strategic expertise, we work within broader agency ecosystems without ego—leading when asked, integrating when needed, and delivering without friction.

- Saatchi & Saatchi
- Wieden+Kennedy
- Grey Worldwide
- Publicis Groupe
- Edelman
- Porter Novelli
- LPK
- Team Epiphany
- The Heavyweights
- Young and Laramore
- And many more

Wieden
Kennedy⁺

 YOUNG &
LARAMORE

 Edelman

THE HEAVYWEIGHTS

GREY


PUBLICIS
GROUPE

LPK

PN⁷ PORTER
NOVELLI

*team
epiphany*

SAATCHI & SAATCHI

leapgroup

POINT OF VIEW

P.O.V.

MARKET LESS. MATTER MORE.

We exist to make brands relevant—to connect real people with the products and services they actually want in a smart, beautiful, and meaningful way—and create a world with less noise, less BS, and more of the stuff that really matters.



YOUR BRAND DOESN'T EXIST TO MAKE ADS.

It exists to solve a problem. To meet a need. To give people something they actually care about.

Our job is to make sure your brand stays relevant — no matter how fast the world shifts.

That's not easy. People are drowning in noise. Too many ads, too many emails, too many brands screaming for their attention. Most of it they scroll right past, delete, or forget five seconds later.

The truth is, relevance isn't complicated — but it is hard.

It means digging deeper than demographics. Asking the questions no one else bothers to ask.

Finding out what people really want, what frustrates them, what makes them laugh, what they share with friends when no one's looking.

Do that, and you stop interrupting people's lives. You start create something they actually want to be part of.

That's the power of relevance. It builds loyalty that survives market crashes, new competitors, shifting trends. It makes people not just buy your brand, but believe in it.

This isn't theory. This works. When you get it right, people connect. They talk. They share. They come back. And your business grows.

That's why we say: **Market Less. Matter More.**

Because the world doesn't need more noise.

It needs more brands worth caring about.

P.O.V.

LOGIC + MAGIC IS HOW WE MAKE IT REAL.

Logic is data, research, and analysis.

Magic is emotion, intuition, and creativity.

Relevance lives where the two collide.

