

OTTO & FRIENDS

A Chosen Family-Owned Business

est. 2018



When building a brand, you need a team that's as strategic as it is supportive. That's where Otto & Friends comes in. **We're an LGBTQ+- and female-owned full-service agency – specializing in public relations, digital marketing, and brand strategy** – with offices in New York City, the Catskills, and Buffalo.

We combine our years of big ad agency experience with a fresh perspective, delivering solutions accessible to big companies, nonprofits, start-ups, and local shops.

Fueled by purpose, our team's collective superpowers deliver award-winning results that elevate our clients to new heights. **And we do it all with quick wit, passion, and honesty.**

Let's work together!





Who's Otto?

Otto & Friends is named after our beloved Shih Tzu/Cairn Terrier rescue, Otto, who joined our family in 2015.

Otto brings warmth and happiness into our lives, and we chose to name our company after him because we want to share that same warm, welcoming feeling when we collaborate.



Ryan is a communications powerhouse with a pop culture heart. He boasts nearly two decades of shaping narratives for a diverse range of clients – from consumer giants to nonprofits, entertainment titans to tech innovators, and travel leaders. He's been one of the masterminds behind award-winning campaigns like the National Park Foundation's #FindYourPark, Marriott International's LoveTravels, Canon's The Unknowns, and the 2012 Tony Award®-winning revival of *Porgy and Bess*, but his impact goes deeper. His work on social issues like gun violence prevention and women's empowerment showcases his commitment to purpose-driven work. During his time at Disney Theatrical Group, he led the press campaign for *The Lion King*'s 15th anniversary, including overseeing a first-of-its-kind performance of "Circle of Life" on Good Morning America, which aired live from the Minskoff Theatre. Throughout his career, he has also coordinated events with the Vice President of the United States and Dolly Parton.

Charismatic and dedicated, Ryan earns high praise. Angela Lansbury herself called him "charming," and clients laud him as "the best comms guy our team has ever worked with" and "a rare gem." When he's not crafting celebrating campaigns (over three dozen Cannes Lions, Effies, and more!), Ryan is an avid runner, having run four marathons since 2021. This year, he will add the Berlin Marathon and his third NYC Marathon to the list. A devoted Swiftie who will defend "reputation" with all he's got, Ryan splits his time between Harlem and the Catskills with his husband, Mark, and their dog – Otto.



Ryan Hallett || Chief Executive Officer







Whitney is a seasoned live entertainment marketer, having worked on over 75 properties on and off-Broadway, across the country, and internationally. Her career began in broadcast communication, managing live events, and working in radio. In 2003, she transitioned to theatre, spending five years as Marketing Manager for the award-winning Paper Mill Playhouse. As the Associate Director of Content & Community at Serino Coyne, Whitney led the interactive department at Broadway's largest ad agency. Her team of creators delivered cross-platform strategies, community management, video production, and more, crafting comprehensive digital marketing campaigns for entertainment brands and prestigious award shows. Whitney's innovative work contributed to winning the Webby & People's Voice Awards for the integrated digital strategy surrounding the 69th Annual Tony Awards®.

In 2020, after 18 years in the NYC area, Whitney returned to her hometown of Buffalo, bringing decades of marketing and digital strategy expertise and enthusiastically introducing the Otto & Friends perspective to Western New York.

Whitney proudly serves on the Buffalo Maritime Center Board of Directors and is an active member of the Amherst Central School District. Passionate about people, podcasts, Netflix comedy specials, and live concert events, Whitney finds inspiration from her idols: Howard & Beth Stern, Glennon Doyle & Abby Wambach, Laura Lynne Jackson, and the band Phish.



Whitney Creighton || Chief Strategy Officer







Mark is a digital marketing virtuoso with over 15 years of experience. He has dedicated his career to delivering passion and expertise across various industries, including technology, travel, entertainment, and culture. Mark has led teams in the development and execution of comprehensive 360° digital campaigns, elevating the digital strategies for projects like the New York International Auto Show, One World Observatory, *WICKED The Musical*, and *Dear Evan Hansen*.

Before joining the Otto & Friends team, Mark served as Part Team Lead at LG Electronics North America. There, he managed the strategic development and execution of award-winning organic and paid campaigns across LG North America's social channels. His leadership transformed LG's social voice and established creative brand guidelines that ensured a consistent tone and look across all platforms, showcasing the brand's full suite of products, including home electronics, home appliances, and mobile devices.

Charismatic and committed, Mark has earned high praise throughout his career. His keen ability to blend creativity with strategic insight has impacted the brands he's worked with. When Mark isn't enjoying the timeless sounds of Ella Fitzgerald and Whitney Houston on vinyl, he's planning the next family adventure with his husband, Ryan, and their dog – Otto.



Mark Seeley || Chief Digital Officer







- 2002** Whitney moves to NJ; first job at Paper Mill Playhouse
- 2006** Ryan moves to NYC; first job at New York City Center
- 2008** Mark moves to NYC; first job at Art Meets Commerce working with Whitney, who joined later that year
- 2011** Art Meets Commerce merges with Broadway ad giant Serino Coyne
- 2011** Ryan, Mark & Whitney meet working on the Broadway play *Chinglish*
- 2015** Ryan & Mark get married!
- 2017** Ryan gets the idea for Otto & Friends; Mark & Whitney enthusiastically say "yes!"
- 2018** Ryan & Whitney launch Otto & Friends
- 2021** Mark joins our team
- 2023** Otto & Friends celebrates five years



Our Story || How Otto & Friends Came To Be

WHAT WE DO

Public Relations, Digital Marketing & Brand Strategy



We are passionate storytellers. We know how to ignite your brand story, amplify your impact, and fuel your success. Our deep understanding of traditional and innovative strategies lets us craft a customized plan that boldly serves your unique needs.

We blend human connection with cutting-edge tools to create a powerful, resonant message. We ensure it reaches the right audience through the most impactful channels without sacrificing accessibility. We empower businesses of all sizes to tell their story.

Together, we will tailor a solution that unleashes your brand's full potential.



“I've never seen an agency try to outdo us on our expectations; usually, it's the other way around!

You guys are the smartest agency we work with.”

Marriott
INTERNATIONAL

Is your brand bursting with potential but
struggling to be heard?

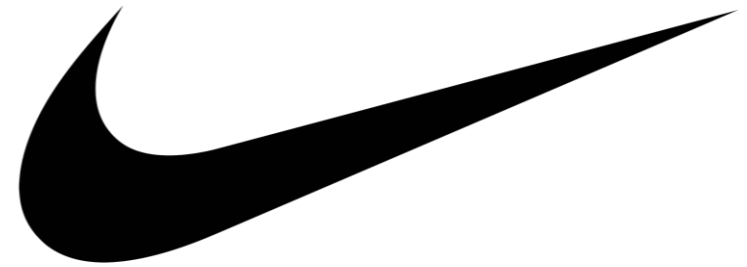
PUBLIC RELATIONS

Media Relations + Strategy
Messaging + Copywriting
Targeted Media Outreach

Expert Positioning + Bylines
Press Release Strategy
Crisis + Reputation Management

Event + Experience Planning
Press Conferences + Media Trips
Media Training

“I truly value your excitement. I don’t doubt this is the beginning of a long-standing relationship.”



Is your brand ready to shine online but
missing that spark?

DIGITAL MARKETING

Digital + Social Strategy
Web Design + Development
Online Footprint Audit

Influencer Marketing
Community Management
Paid Advertising

SEO/SEM Strategy
Content Development + Creation
CRM Strategy + Execution

“Mark, Whitney, Eric, and Ryan quickly became an extension of our team.

Working with O&F is a true partnership rooted in transparency, trust, and friendship.”



Is your brand navigating the brand jungle but
getting lost in the crowd?

BRAND STRATEGY

Purpose Driven Marketing
Business Development
Cultural Moments + Trends
Asset Development

Visual Branding
Graphic Design
Style Guide Development
KPI Tracking + Reporting

Sponsorships + Partnerships
Competitive Landscape Analysis
Corporate Social Responsibility
Brand Guidelines + Best Practices

“Ryan and team are collaborative, creative partners and allies in arms that put the work first, leading to happy clients and allowing us all to have a little fun along the way.”

**ONE
SIXTY
NINETY**
A Global Creative Agency



Team Experience

“It was a pleasure to work with Whitney, Ryan, and their team as part of LMC’s fast-paced start-up program. **Their guidance and perspective was consistently on point.**”



LORDSTOWN
MOTORS™

RETAINER

Building brand awareness is a marathon – not a sprint – and true success takes consistent effort over time. We offer flexible, long-term contract options (six months or longer) that ensure your brand stays visible and builds momentum with ongoing strategy and support.

We will work with you to develop a scope of work, choosing from our full suite of PR, digital, and branding services that align with your budget and brand goals. And you'll benefit from a discount on our hourly rate, making it a cost-effective solution for sustained growth and brand visibility.

PROJECT-BASED

We can provide the capabilities your company may need to supplement and support your in-house team. If you have a specific business need – such as a task, event, or milestone – we can strategically activate around it to get attention and gain traction.

Our project-based services are designed to be nimble, ensuring that each campaign receives focused expertise and dedicated resources. This approach allows you to address specific goals without committing to a long-term retainer, enabling you to engage our services as needed while achieving impactful results.

CONSULTATION

Consider us your on-call expert! Our team can guide, teach, and support you by acting as advisors to ensure brand success for as little or as long as you need.

Our consultation services offer personalized insights and strategic guidance tailored to your unique challenges and goals. We are here to provide expert advice and actionable recommendations. By leveraging our industry knowledge and experience, you can make informed decisions, enhance your PR and marketing efforts, and confidently drive your brand forward.



Let's Get To Work

*“Working with O&F was
a truly collaborative and
inspiring experience.”*





“Whitney, Mark, and Ryan are all **genuine humans who are really good at listening and making you feel comfortable** in a process that can be overwhelming.”



SUCCESS STORIES

From vision to value.



INTRO	TARGETS	PEOPLE	PLANET	PLAY
INTRO	TARGETS	PEOPLE	PLANET	PLAY
INTRO	TARGETS	PEOPLE	PLANET	PLAY
INTRO	TARGETS	PEOPLE	PLANET	PLAY



Nike Impact Report

The Project

The Nike Impact Report represents the company's ambition to move the world forward through the power of sport. Our team contributed to the FY23 report by spotlighting four key initiatives: the Community Ambassador Program, the Business Diversity & Inclusion Program, the Community Climate Resilience Program, and Nike's efforts to decarbonize its global value chain.

The Approach

Our mission was to showcase the power of community within Nike. We created engaging narratives that would resonate with consumers while maintaining the depth of Nike's Purpose-driven initiatives. To capture the essence of the work, we conducted in-depth interviews with Nike team members from across the globe, which provided insights into their daily activities, the challenges they tackle, and, most importantly, their passion. We then collaborated closely with the Global Purpose Employee Communications team to ensure the spotlights conveyed the significance of each team's contribution.

The Results

The final four compelling spotlights explored how the team's work directly contributes to Nike's mission. We weaved in the team members' stories and experiences, highlighting the dedication and collaborative spirit that embodies Nike's employee community. By capturing the passion and commitment of these teams, we created inspiring stories that informed and motivated, showcasing Nike's dedication to building a better community and a sustainable future.



Marriott LoveTravels Beyond Barriers

The Project

Since 2014, #LoveTravels has represented Marriott International's celebration and support of inclusion, equality, human rights, and peace. As an extension of the program, Marriott launched #LoveTravels: Beyond Barriers to celebrate and support the next generation of leaders actively championing unique strategies to promote the brand's values. The inaugural class of Beyond Barriers Social Innovators included ConPRmetidos, PERIOD, VideoOut, and Weird Enough Productions.

The Approach

Over 12 months, we invited journalists to join us at a series of #LoveTravels: Beyond Barriers summits created to spark conversations with travelers, activists, and advocates to drive a call to action and discuss how to break through the barriers that divide. From NYC to Atlanta, Los Angeles to Puerto Rico, attendees gained firsthand access to the work and impact of young changemakers actively working to break down barriers in diverse communities.

The Results

- 50+ earned media placements
- 446,302,604 earned media impressions
- 436,448,607 social media impressions
- 100% positive sentiment across all campaign coverage
- Coverage in *The Advocate*, *Conde Nast Traveler*, *Essence*, *Forbes*, *PEOPLE*, *USA Today*, *Variety*, and many more



OUR STORY

The Pulmonary Embolism Response Team (PERT) Con after the initial efforts of a team of physicians at Mass Hospital. The PERT Consortium™ intends to guide and embolism (PE) care and research in institutions across driving force behind increased survival rates and the

The Project

The PERT Consortium™ is a nonprofit organization focused on increasing awareness of treatment options available to patients with pulmonary embolism to reduce the worldwide incidence of PE and to further scientific discovery in PE research. The Consortium approached Otto & Friends to assist in establishing their organization as the thought leader in PE research by elevating their branding, creating consistency across owned channels, and implementing a new email marketing strategy to retain subscribers and increase open rates.

The Approach

We collaborated with the executive team to create a comprehensive style guide that established the brand identity. This guide ensured their many partners maintained PERT branding across all shared content and verticals. Additionally, we developed a marketing calendar that included everything from in-person conferences to specific social media posts, along with a robust email marketing strategy to increase engagement and reduce unsubscribe rates.

The Results

- 5,000% increase in engagement across owned social channels
- 61% increase in email open rate, year over year, consistently outperforming the industry average
- 26% increase in user engagement and time spent on the website

The PERT Consortium Digital Overhaul



Four Freedoms State Park #AscendWithPride

The Project

FDR Four Freedoms State Park, the most significant presidential memorial outside of Washington D.C., celebrates the universal human rights articulated in President Franklin Delano Roosevelt's Four Freedoms Speech: Freedom of Speech and Expression, Freedom of Worship, Freedom from Want, and Freedom from Fear. To coincide with WorldPride 2019, Four Freedoms Park Conservancy turned the park's monumental staircase into NYC's largest Pride Flag – a 12x100' invitation for all to #AscendWithPride.

The Approach

As part of the celebration and to drive awareness for the park, we produced a family-friendly event that included VideoOut filming coming-out stories, HeadCount registering guests to vote, and Drag Story Hour reading inclusive children's books to young visitors. Through a series of media interviews to promote the activation, Franklin and Eleanor Roosevelt's great-granddaughter, Julia Delano Ireland, spoke about the park, how it inspires each generation to define and defend Roosevelt's commitment to essential human freedoms, and its dedication to furthering his legacy.

The Results

- 20K+ total visitors during the two-week activation
- 15% visitor increase over the entirety of the previous June – in just two weeks
- 1.6B+ earned media impressions, with coverage in every major NYC-based media outlet
- The highest traffic and views across all digital platforms to date



Lordstown Motors

Lordstown Week

The Project

After a damaging report cast a shadow over Lordstown Motors, a new, EV start-up, our team quickly devised a strategic response with a clear goal: to rebuild trust and excitement. To do this, we conceived Lordstown Week, a dynamic event held at the company's Ohio headquarters. This immersive experience aimed to give a crucial audience – media, investors, analysts, customers, and partners – firsthand access to the company's progress, while demonstrating Lordstown Motors' commitment to transparency and improvement.

The Approach

Lordstown Week offered a clear and immersive look at the plant's ongoing transformation. Attendees witnessed the facility being meticulously retooled to produce the Endurance, Lordstown Motors' groundbreaking all-electric pickup truck. This approach provided transparency and allowed the company to control the narrative while showcasing its dedication and expertise behind the Endurance project. Our team utilized a mixture of earned and owned media strategies, culminating in “Live From Lordstown Week,” a virtual recreation of the experience that included a factory tour, a “ride-along” in the Endurance, and a Q&A with Lordstown Motors' management team.

The Results

- 20+ top-tier media outlets, both national and regional
- 2.9B+ earned media impressions
- 84% positive/neutral sentiment across all event coverage
- 5.4M+ social impressions

Now on view at
the Commercial Slip
at Canalside!



Erie Canal Boat *Seneca Chief*

RESERVE A BOAT ON HOYT LAKE

VISIT US AT
90 ARTHUR STREET

VISIT US AT
THE LONGSHED

EVENTS AT
BMC

Buffalo Maritime Center Website + Marketing Collateral Overhaul

The Project

The Buffalo Maritime Center – located on the waterfront in Buffalo, NY – is a nonprofit cultural institution dedicated to preserving maritime history and craftsmanship. The organization came to us to simplify and modernize its website and collateral materials, and recalibrate its digital footprint.

The Approach

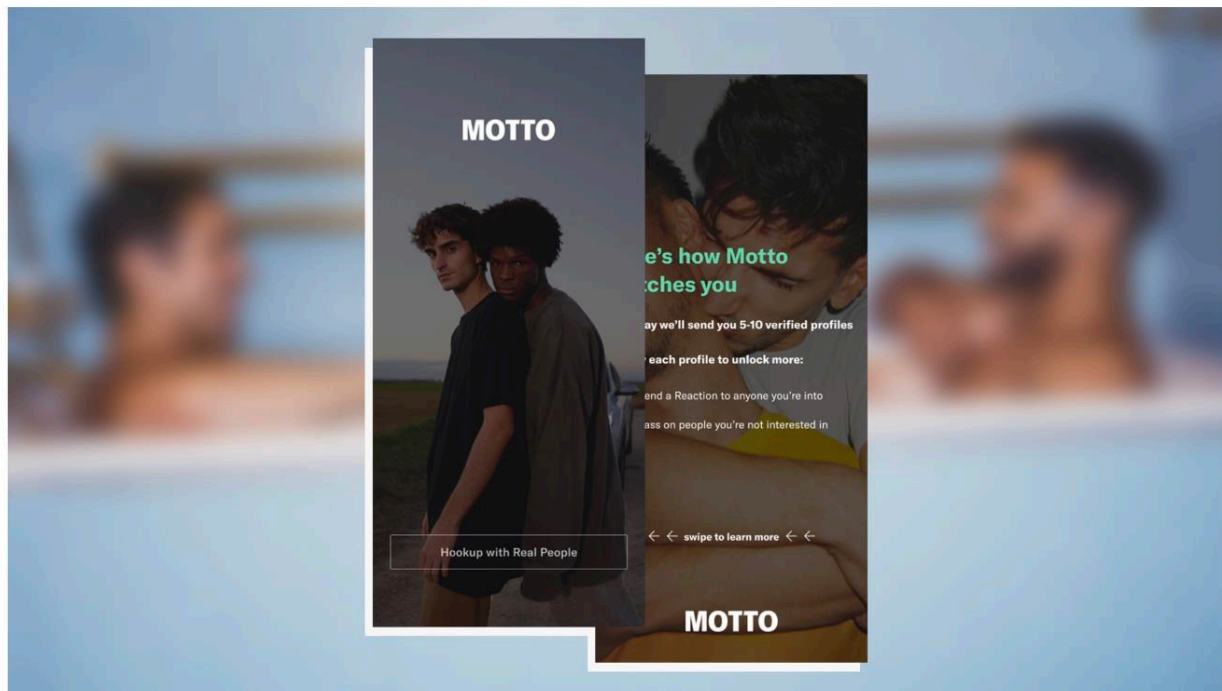
We worked collaboratively with key staff and Board members to identify goals, objectives, copy, and creative. Together, we identified the need to design a more accessible website that was enjoyable to visit and easy to use. We also upgraded the backend development to expand as BMC grows and adds more activities and initiatives. Lastly, we revamped all marketing materials to reflect a modern, polished look, redesigning brochures, flyers, and other promotional items to align with the new digital identity, ensuring a consistent and attractive image across all platforms.

The Results

- A user-friendly, visually appealing, content-rich website that facilitates a positive user experience
- A content management system that gives staff members the ability to edit and make changes to the site, with ease
- A premiere look across marketing collateral, increasing sponsor interest & membership acquisition

Can the founder of Grindr make a better Grindr?

Motto, Joel Simkhai's new app, aims to weed out the toxic behavior that has plagued Grindr. It's a noble vision, indeed—but one that still raises a few questions.



MOTTO App Launch

The Project

The team at Motto – a new gay and queer hookup app from Grindr founder Joel Simkhai and Alex Hostetler – asked us to develop a PR strategy to announce their product to the world. The campaign had two primary objectives: generating significant buzz and downloads within the app's initial target market of New York City while simultaneously fostering nationwide awareness. Considering this was Simkhai's first venture since leaving Grindr in 2018, a platform synonymous with LGBTQ+ dating, the stakes were undeniably high.

The Approach

We crafted a multi-layered launch strategy to propel Motto into the public eye and drive immediate user acquisition. We secured a series of embargoed interviews with key national media outlets, ensuring impactful coverage would hit simultaneously with the press release. This coordinated launch maximized the initial impact and ensured Motto wouldn't get lost in the news cycle. Following the initial blitz, we sustained momentum through outreach to both mainstream and LGBTQ+ outlets. By tailoring messaging to resonate with each audience, we broadened Motto's reach and solidified its position.

The Results

- 1B+ earned media impressions, not including press release distribution and pickup
- 50+ unique media outlets featuring in-depth profiles of Motto and its founders



VERS NYC Vandalism Response

The Project

In November 2022, VERS, a newly opened gay bar in Hell's Kitchen, NYC, became the target of a string of anti-LGBTQ vandalisms. These attacks were particularly unsettling as they coincided with a surge in hate crimes against the LGBTQ community nationwide. This rising tide of hate underscored the continued need for safe spaces like VERS, where members of the LGBTQ community could gather, celebrate, and be themselves.

The Approach

In the face of these anti-LGBTQ attacks, our primary objective was to swiftly share clear photos and video of the suspect to the public in hopes of deterring further incidents. We devised a targeted media outreach strategy, focusing on prominent NYC-based media outlets. By inviting journalists to VERS itself, we facilitated interviews with the bar's owner, allowing them to capture the extent of the damage firsthand. This approach ensured accurate and impactful reporting, empowering the media to share the details of the attacks with their audiences and fostering awareness.

The Results

- 1B+ earned media impressions and dozens of unique articles
- Increased NYPD resources on the case due to our PR blitz
- The arrest and charge of a man in connection with the string of attacks – for criminal possession of a weapon, criminal mischief, and reckless endangerment



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Thank you!



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