

How Boutique Ad Agency Lands Top Luxury Clients in Ultra-Ultra High Net Worth Category

When a nimble—yet ambitious—ad agency reached for the top, that’s exactly what they got. But it wasn’t that simple. Edition Studios focuses on branding, web, and content. How did they end up with ultra-luxury clients?

“What are your favorite types of projects?”

Our foundation is built on the premise that we should operate as an integrated internal partner – not external vendor. That being said, we are selective, choosing to work with brands that resonate with us culturally and creatively.

I don’t have a favorite type of project – but my favorite type of clients are driven, passionate and have an innate desire to do great things.

- Jordan Obinger



branding, web, and content. How did they end up with ultra-luxury clients? Jordan Obinger, owner and creative director said: “I get so much satisfaction out of highly-curated experiences—attention to detail is key. If you’re going to work with the best, you need to communicate like the best. Luxury brands don’t just slap an overpriced label on their product, they deeply understand their brands’ roots, and story, and create value.”

Their focus hadn’t been on clients that can pay the most for projects. It came down to value in their brand story. One of their clients, Chris Everett said, “As a Creative Director and designer myself, I came to them with a specific vision and aesthetic, and I had a high bar for execution. They got it! And they took the whole experience to the next level. I have partnered with a lot of creative agencies over the years, and I would work with them again in a heartbeat. I am grateful for their resonance with the concept, easy partnership, professionalism, quick problem-solving, and thoughtful support upon launch. I am very happy with the result and feel like it represents the head and heart of the story I hoped to tell.”

“We live in a world that’s overly focused on getting ahead. You don’t get there by just hard work, or even how much you know. Focus on where you’re at right now, and you’ll see that success is predicated on building healthy relationships because ultimately people want to work with people they like”, concluded Obinger.

Some of their clients are [Cierto Tequila](#), [Eklund|Gomes](#), [Eleven on the River](#), [Streeter Homes](#), [Lagos Aesthetics](#), [Lifetime Fitness](#).

About Edition:

Edition works with ambitious and fearless founders to build, launch, and grow early-stage companies from scratch. They also partner with existing companies that need to hit the restart button, focusing on branding, web, and content.

Editionstudios.com | 612-254-2694



Media Contact

Edition Studios

hello@editionstudios.com

6122542694

729 N Washington Ave #600 Minneapolis, MN 55401

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