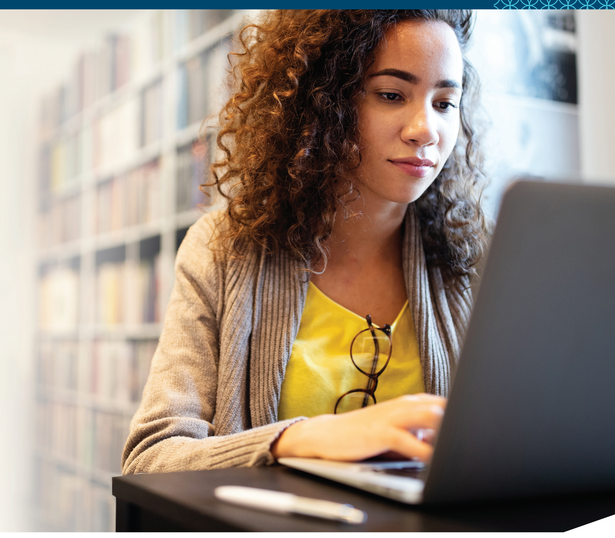
DRIVEN TO INSPIRE EMPOWERED LIVES



At KW2, our team is built to empower and improve lives with stories and strategies designed to inspire positive changes and lifelong learning.

We are hard-wired to be curious, and never shy away from what others say is an impossible task. That's because we know that listening and learning from individuals is the key to visionary strategy and creativity. Our approach to communications is a holistic and integrated process rather than siloed outputs. And it leads to success beyond just clicks – we measure our work by something bigger. Human outcomes, enriched lives, and lasting impacts.



WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL (WBENC)-CERTIFIED FIRM

Woman-owned, **Knupp & Watson & Wallman (KW2)** is a full-service strategic marketing and communications firm with account services, media, creative, UX/UI, and research all under one roof. Specializing in behavior change marketing, we partner with educational institutions, companies, and organizations across the country to tackle some of education's and business' most complex challenges. Our holistic approach is designed to authentically meet clients and audience where they are, to get to the root of what drives target audiences and then develop solutions that build and inspire action.

KW2 IS PROUD TO HAVE PARTNERED WITH THE FOLLOWING ORGANIZATIONS IN THE PAST 35 YEARS:

Johns Hopkins University · Wisconsin · University of Wisconsin System · University of Wisconsin extended campus · University of Wisconsin Milwaukee · Wisconsin Technical College System · WiSys · Child Abuse & Neglect Prevention Board · Wisconsin Department of Children and Families · Wisconsin Economic Development Corporation

EMPOWER AND IMPROVE

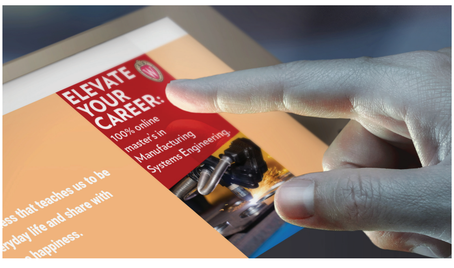
OUR SERVICES INCLUDE:

- Primary consumer research
- Brand and message strategy
- Digital and traditional and media planning and buying
- Earned media
- Creative campaigns
- Corporate responsibility communications
- Website development/usability research
- Influencer program development

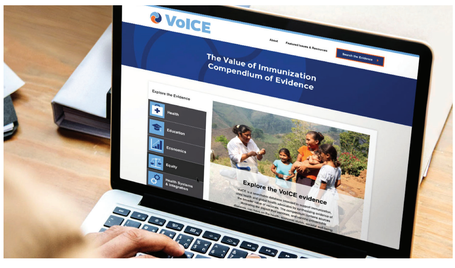
Madison College—Website



University of Wisconsin School of Engineering—Banner Ad



Johns Hopkins University—VoICE Website



DIVERSITY, EQUITY & INCLUSION ADVISORY COMMITTEE

We are committed to the authentic inclusion of diverse voices and experiences. That's why we created and invested in the **KW2 Diversity, Equity, and Inclusion Committee** comprised of paid communications professionals from a variety of backgrounds to ensure diverse perspectives, voices, and those with lived experience are accurately represented and respected in client products.



We at KW2 wake up every day with a fire in our bellies to work hard so that all people feel empowered and seen. We love what we do and are continuously grateful for the opportunity to partner with valued-driven organizations every day. We're built to use our creative and strategic talents to empower and improve the world.

We want to show you more of what we're made of. Visit **kw2marketing.com** to see what we can bring to the table.

"I am extremely proud to be leading KW2, an organization that for decades has put blood, sweat, and tears into creating impactful communications and marketing that save lives and empower change."

JEN SAVINO, CEO
KW2

certified WBENC