

360 Profile

360 is a branding and marketing communications firm with a mission of helping companies communicate their strengths and value with creativity, clarity and honesty. We uncover truths, identify values, create identities, build narratives and earn attention for Authentic Brands.

Services

Integrated branding and marketing communications services including research, branding, brand identity, web & interactive, advertising, content marketing and naming

Model

Core group of senior professionals complimented by a coordinated network of specialists and support staff

Verticals

Primarily financial services, healthcare/life sciences, professional services, technology and mission based

Client Experience

Financial Services

Nationwide Financial, Pax World Investments, ESG Shares, ESG Portfolios, Boston Financial Management, Breckinridge Capital Advisors, Boston Partners, Lee Munder Capital Group, Natixis

Healthcare/Life Sciences

Autogen, Beth Israel Deaconess Medical Center, Beth Israel Deaconess-Needham, Lawrence General Hospital

Professional Services

Clinical Pharmacy Associates, Edelstein & Company, Ercolini & Company, PG Calc, SmartBooks, Solomon McCown & Company

Technology

LotLinx, Tibersoft, Videonitch, TrueAdvantage, PeopleFluent

Mission Based

The Carroll School, Citizens' Housing And Planning Association, Daniel Pearl Foundation, Low-Income Energy Affordability Network (LEAN), Massachusetts Society of CPAs

Team Experience

New Balance, Staples, Charles Schwab, Fidelity Investments, Avid Technology, Sheraton Corporation, King Arthur Flour, Titlelist Golf, New Balance, MassMutual, Agilent Technologies, Kurzweil Educational Systems, AIG, Liberty Mutual, Mercer Consulting, Vitamix, Polartec, Johnson & Johnson, Kohler, Wellington, Hunter Douglas, Longs Drugs, Finagle-A-Bagel, Organic Cow, Kettle Cuisine, Nantucket Nectars, Maruman, DEC, LPL, John Hancock, ING Funds, Wasatch Funds

JUST THE FACTS

Founded
2001

Location
Seaport District, Boston, MA

Contact
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