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Aura selects 160over90 as AOR

Added 1 hour ago by [Thomas Moore](#)

160over90 was formerly known as Endeavor Global Marketing.



Photo credit: Getty Images

BURLINGTON, MA: 160over90 has been selected as AOR for Aura, a company that offers personal identity protection and digital security services including the product Identity Guard.

The agency will be helping Aura with media relations, entertainment PR, influencer marketing, corporate comms, thought leadership and partnerships, according to a 160over90 representative.

Aura began searching for a new agency earlier this year and signed the one-year, six figure agreement with 160over90 in mid-September, said Aura's chief communications and branding officer Lark-Marie Anton.

Aura started thinking about bringing on an agency once its new brand launched in July, explained Anton.

In January, WC SACD One, a joint venture formed by iSubscribed, WndrCo and General Catalyst, acquired a company called Intersections. Right after that deal closed, according to a company statement, iSubscribed was merged into WC SACD and combined with Intersections. In July, the combined businesses were rebranded as Aura.

"We acquired Identity Guard in early January 2019 and then very quickly decided we were going to make sure we created a brand holistically for all our digital security offerings," said Anton. "When that was completed and we launched Aura in July, it was beginning to be clear that we wanted to partner with an agency that would allow us to leverage the new brand and allow us to leverage culture and engage consumers in a meaningful way."

Aura did not conduct a search or issue a formal RFP. Aura executives had existing ties to the agency's PR and comms leaders, said a 160over90 rep.

Aura previously worked with Ketchum.

"Our CEO Hari Ravichandran had worked with them during his time with a previous company," Anton said.

160over90 was chosen because it's part of holding company Endeavor, which also owns WME, IMG, and organizations like Miss Universe Organization, Ultimate Fighting Championship and the Professional Bull Riders organization, said Anton.

"It was about finding the right partner and [160over90] does have an amazing network," Anton said. "It's absolutely the integration of those connections, the ties to things like culture, culinary and music, all of it. Having one holistic agency that has access to all of these different verticals is important for us."

Ketchum did not immediately comment on the account loss.

160over90's seven-person core team working the account — split between its New York and Los Angeles offices — will be led by Rachel Goldman, a senior account director based in Los Angeles.

North America

United States

Ketchum

Technology

Account move