

# Two West, Inc.

## Location

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Kansas City, MO 64108

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Web TwoWest.com  
TheBrandShow.com

## Leadership

### Ethan Whitehill

CEO & Co-founder

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### Tom Tholen

Chief Customer Engagement Officer

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### David Patrick

COO

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### Fraser Monk

Chief Creative Officer

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### Mark Lopez

Chief Digital Officer

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## Positioning

Emotion creates engagement and engagement guides the purchase. Two West drives deep shopper engagement at home, on the go and in store.

**Ownership** Private

**Revenue** \$6,600,000

**Headcount** 38

**Specialty** Retail Marketing  
& Communications

# Two West, Inc.

## Capabilities

### Insights

#### Retail & Shopper

- Shopper/consumer insights
- Competitive research
- Performance tracking
- Retail/Shopper trend research
- Ethnographic research
- Participatory design
- Usability

### Solutions

#### Retail & Shopper

- Brand positioning and strategy
- Marketing strategy
- Account planning
- Channel planning and strategy
- Online design and user experience
- eCommerce
- Mobile planning and design
- Social media strategy and planning
- Search engine optimization
- Promotions strategy
- CRM strategy
- In-store retail communications (traditional, digital and motion graphics)
- Dealer communications
- Co-op marketing and promotions
- Packaging
- Creative services
- Traditional advertising (print, FSI's, broadcast, radio, outdoor)

## Clients

### A sampling of current & past

- Bridgestone Firestone
- Ceva
- Hallmark
- Honda
- Kathy Ireland Home by ALTA
- LG
- MillerCoors
- The Coffee Bean & Tea Leaf
- The Roasterie
- Sprint
- Wheel Works

<http://twowest.com/reel>