

Humanity is our secret sauce.

The more the world changes and the more technology advances, the more we humans stay exactly the same. With every new technology from social to data and VR, the Metaverse and AI are critical influences. But they're not silver bullets on their own. Never have been.

People make decisions the same way today as they did when we were all sitting around a fire roasting mastodons.

No matter how or where a brand connects, human cognitive biases such as anchoring (two months' salary for a diamond) and the pratfall effect (Avis: We're #2) are the kind of behavioral nudges that supercharge marketing from being merely effective into a force for real brand fame.

**Behavioral science is a real tool.
And we're the firm putting it to work for our clients.**

NOTABLE CLIENTS



NEW BUSINESS

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Signal Theory

We are an independent, full-service advertising agency that specializes in strategy, branding, media and design.

125 Employees

Kansas City (HQ) • Wichita

Founded in 1971

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Brand Strategy + Planning

Creative + Design

Social Strategy + Content

Influencer Management

Public Relations

Media Planning + Buying

Data + Analytics

Websites + Apps

AI + Automation

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