

Spring 2020

## Giant Spoon: Marc Simons

Jana Dean  
*Bowling Green State University*

Follow this and additional works at: <https://scholarworks.bgsu.edu/mclp>

---

### Recommended Citation

Dean, Jana, "Giant Spoon: Marc Simons" (2020). *Media Company Leader Presentations*. 25.  
<https://scholarworks.bgsu.edu/mclp/25>

This Book is brought to you for free and open access by the School of Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Media Company Leader Presentations by an authorized administrator of ScholarWorks@BGSU.



Marc Simons

Co-Founder of  
Giant Spoon

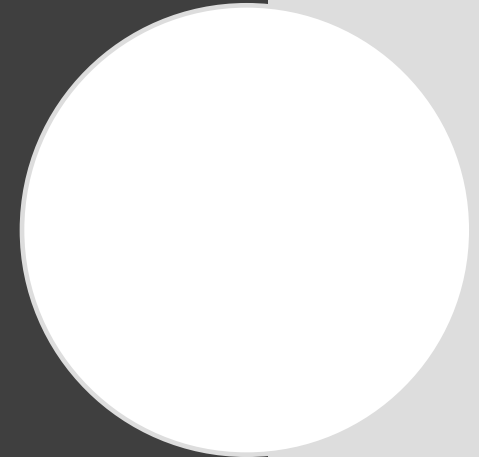
---

Jana Dean

# Taking “SpoonShots”

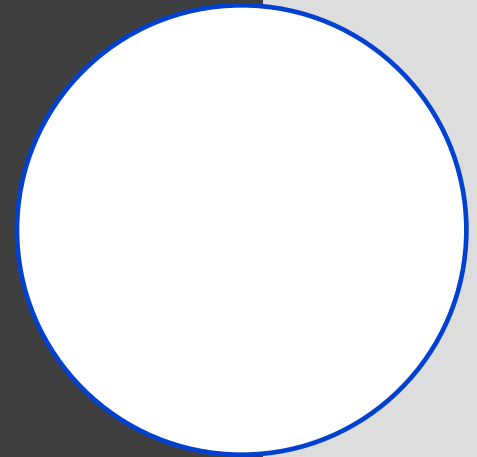
*noun* 'spün- ,shät

An idea generally believed to be impossible until we prove otherwise. First-of-its-kind, new-to-a-space, created when two or more unlikely things come together.



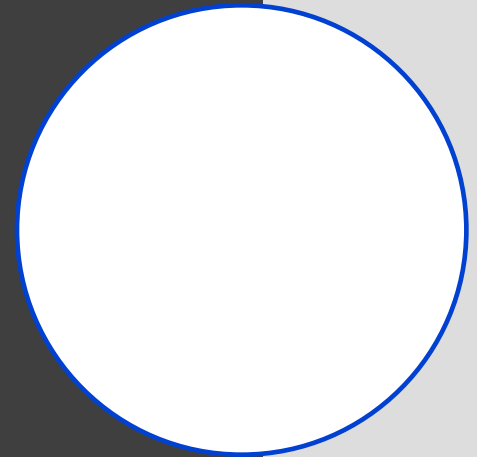
# Giant Spoon Background

- Giant spoon Has two locations: New York and Los Angeles California
- Targets agencies built for modern marketers
- Co-founded by Simons in 2013
- Company has worked with Netflix, HBO, Stitch Fix, Glossier, WeWork and HP.



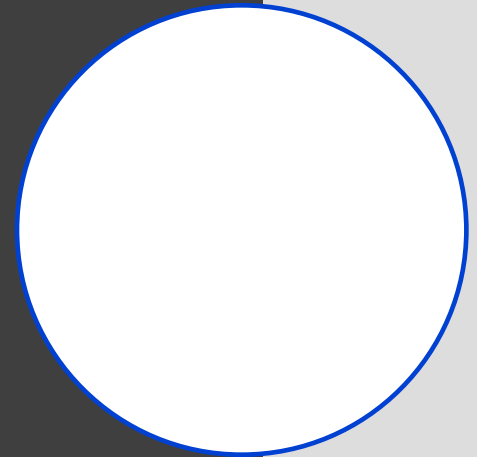
# Education/ Background of Marc Simons

- Graduate of Boston University in Marketing and Finance
  - Undergraduate 2002
  - Graduate 2006
- He now lives in Los Angeles, CA



# Marc Simon's Beginnings

- **Jan. 2004- Dec. 2005:** began interning for Alloy Marketing and Promotions
- **Jan. 2006- Aug. 2007:** Senior Marketing Associate at Digitas
- **Oct. 2007- Apr. 2009:** Project Manager at Initiative
- **Apr 2009- Sep. 2013:** West Coast Ignition Factory Director
- **Sep. 2013- Present:** Co-Founder of Giant Spoon



# Awards and Accomplishments

## **Awards:**

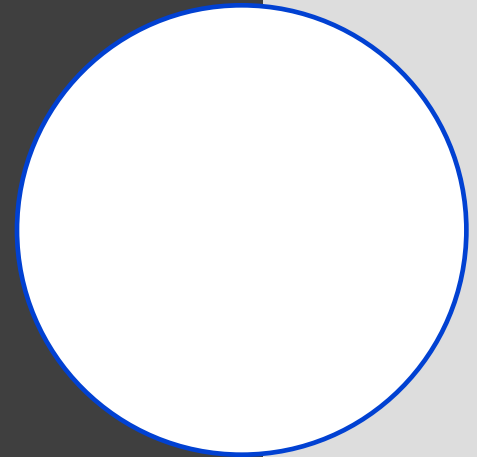
- Shorty Industry Award for Best in Music
- Shorty Industry Award for Best Use of Twitter

## **Nominations:**

- Shorty Industry Award for Best in Television

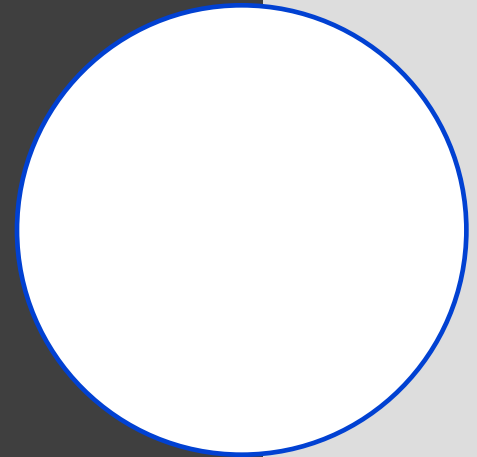
## **Accomplishments:**

- embedding a web-connected video screen in a magazine for the CW
- first television script published to Amazon's Kindle Store as a marketing stunt
- first "Shazam-able" TV ad with Levi Strauss & Co.
- the first advertising on Flipboard



# Marc Simon's Stirs Things Up: His Management Style

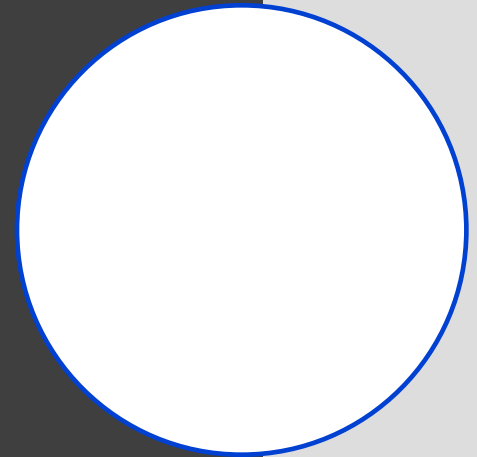
- Recruitment style focuses on people who offer a passion for curiosity and collaborating with others.
- Has a radical approach to management, is always trying new things, pushing people forward.
- Constantly working with the latest technology
- An emphasis on combining media with creative talents





# Giant Spoon's Future

- scooping up new clients and digging into up-and-coming business practices such as direct-to-consumer advertising and esports as it secures its reputation as an agency built for modern marketers.
- Continuing to connect the media and the creative together.
- Offer unique ways of advertising by going against advice and not sticking to one niche.



# Marc's Milestones

- West Coast Director, Ignition Factory OMD
- 2013 Co-Founder of Giant Spoon LLC
- Giant Spoon Ad Age 2019 A-List #3
- Giant Spoon's LA office was ranked #2 most effective independent agency in the country

