



# WHO WE ARE



# About Us



Since 2006, we've used our entertainment DNA to help brands capture the attention of their audiences with work that speaks to our most primal instincts of pleasure, attraction and delight. We believe in commanding, not demanding; entertaining, not interrupting; contributing, not leaching. Because brands should add to the world they want to be a part of — not distract from it.

With presence in 21 countries, we craft campaigns, platforms, and IP for some of the most important brands on the planet. Using proprietary tools, access, and intelligence, we find new ways for brands to matter to the world through an entertainment-centric approach that plunges its hooks into audiences' subconscious and refuses to let go.

Virtue is behind the Cannes-Lions award-winning Carlings adRESS the Future and Q, the Genderless Voice; the award-winning Google Chrome's Don't Be A Browser' and Park MGM's Las Vegas Love Stories; and Weedmaps' Museum of Weed, Dove's Dear Future Dads, and so much more...

## Capabilities

Brand, business, digital, content  
and communications strategy

Integrated creative development

Design development

Experiential

Technology

Integrated Production

Data and Analytics

Media Planning and Buying



## Our Offices

The Americas

### Brooklyn

US@VIRTUEWORLDWIDE.COM

### Los Angeles

US@VIRTUEWORLDWIDE.COM

### Austin

HOLA@LAREYNA.COM

### Toronto

CANADA@VIRTUEWORLDWIDE.COM



**VIRTUE**

## Mexico City

MEXICO@VIRTUEWORLDWIDE.COM



## Bogotá

COLOMBIA@VIRTUEWORLDWIDE.COM

## São Paulo

BRAZIL@VIRTUEWORLDWIDE.COM

## Europe, Middle East & Africa

## Zurich

SWITZERLAND@VIRTUEWORLDWIDE.COM

## Amsterdam

NETHERLANDS@VIRTUEWORLDWIDE.COM

## Berlin

GERMANY@VIRTUEWORLDWIDE.COM

## London

UK@VIRTUEWORLDWIDE.COM

## Paris

FRANCE@VIRTUEWORLDWIDE.COM

## Madrid

SPAIN@VIRTUEWORLDWIDE.COM



**VIRTUE**

## Copenhagen

NORDIC@VIRTUEWORLDWIDE.COM

## Vienna

AUSTRIA@VIRTUEWORLDWIDE.COM

## Abu Dhabi

MEA@VIRTUEWORLDWIDE.COM

## Asia Pacific

## Sydney

AUSTRALIA@VIRTUEWORLDWIDE.COM

## Singapore

APAC@VIRTUEWORLDWIDE.COM

## Seoul

SEOUL@VIRTUEWORLDWIDE.COM

## Mumbai

APAC@VIRTUEWORLDWIDE.COM

## Tokyo

APAC@VIRTUEWORLDWIDE.COM



