

# NineLives Group

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## **ADVERTISING VETERAN ERICH FUNKE LAUNCHES NINELIVES GROUP UNDER ONE WORLDWIDE VIRTUAL ROOF**

### **A Global Consortium of Advertising and Marketing Specialists Without Traditional Agency Costs and Constraints**

**LOS ANGELES, Calif. (July 8, 2020):** [NineLives Group](#) is being launched by Erich Funke. Building his career on running creative departments at agencies such as Chiat Day, FCB, BBDO, Saatchi & Saatchi, Funke’s experience inspired him to launch a new advertising model. This group offers clients the immediate advantage of direct access to a broad, robust global network of talented, experienced ex-agency individuals from every aspect of marketing.

“It’s never been easier to work with great people no matter where they are. I’ve been fortunate enough to work all over the world, fostering relationships with some of the best minds in advertising along the way,” stated Erich. “I realized my experience and network is a huge asset and something both clients and creatives can benefit greatly from. To design it, I listened. To clients, to see what they want from their agencies. And to creatives, to discover how they want to work. The two needs perfectly align - clients want access to the people doing the thinking and they want a more cost effective, nimble process - creatives want ownership from start to finish, working with clients with whom they can build trust.”

NineLives eliminates the expensive redundancies of overpriced office space, unnecessary meetings, and layers of bureaucracy. Instead, team members are hand-selected on a project by project basis. The members have the talent and experience to work together efficiently, quickly and remotely, or in person. With this experience, comes the ability to recognize and develop authentic, strategically big ideas that will resonate and increase brand longevity.

NineLives is placed to disrupt this space and this group is designed to fill the gap for a new business model to better support clients and team members. Essentially, NineLives can scale to fit any advertising or marketing need.

“Now that we are emerging from a global pandemic, the appetite and appreciation for remote work has only increased,” Funke says. “The NineLives Group is filled with all the talent that clients want under one roof and none that they don’t need. It just so happens that our roof is virtual.”

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**About NineLives Group**

NineLives Group was founded by Erich Funke as a reimagined agency model that gives clients and agencies direct access to scalable, custom built award-winning advertising teams, on a project by project basis. This group of proven leaders has worked with clients ranging from Unilever to Apple, Harman, PlayStation, BMW, LUX, Mazda, Wonderbra, Toyota, NUK, Taco Bell, Kellogg's Jim Beam, Sony and more. The group provides strategic consulting, branding, media, digital, website, and video production services in order to get idea driven content that works across multiple platforms. Breathing new life into brands. For more information, please visit [www.ninelives.net](http://www.ninelives.net)