

93 octane

looking to really move the needle?

Then welcome to 93 Octane – a full-service direct marketing agency with a focus on print, web, and direct mail. We help companies accelerate business by applying the insight, urgency and accountability of direct marketing to all communications.

Our story: putting energy into client success – not processes. 93 Octane was formed in 2002. Our partners wanted to create an environment where strategy, creativity and execution could come together without the “big agency” bureaucracy that diverts focus from a client’s business objectives.

Our philosophy: all marketing is direct. Direct marketing lies at the heart of our business. What gets us out of bed every day is knowing how the work we do actually, well, works. To do that, we develop all our work around these three pillars:

category expertise

Consumer and B2B for:

Apparel

Entertainment

Finance

Healthcare

Hospitality

Retail

Software

Tourism

Telecommunications

insight. First, we look at the real business problem behind the project and make sure what we’re doing really solves it. Second, we use behavioral insights to create work that connects with your target on a human level and drives action.

urgency. We make the call-to-action clear and create a sense of urgency to act on it. Embarrassingly simple, but it’s amazing how many pieces of advertising don’t do that. Shame, shame.

accountability. Because we believe that only things that are measured can improve, we find a way to measure the impact of everything we do. We’re obsessed with results, and use multiple criteria to determine success.

Our objective: your objectives. Just as your success is tied to how well you meet certain objectives, so is our success as your partner. That’s why we take personal ownership of your goals and do everything we can to help you meet or exceed them.

Select clients:



How can we help you accelerate business? To find out, contact Raymond Straus at 804-643-8800 or raymond@93-octane.com