



**M. HARRIS & CO.**

The bar at our client, After, from Michelin-starred chef Curtis Duffy.

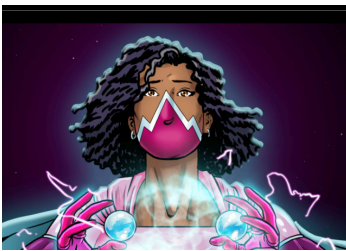
M. Harris & Co. is a marketing and creative agency that makes our clients more memorable.

We help our clients find the right words and visuals to describe what they do, how they do it and why they matter.

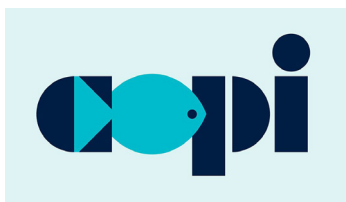
We preach brevity and clarity, because organizations that tell simple, compelling stories stand out and win.

Our creative team includes writers and filmmakers who have won James Beard, Pulitzer, Clio and Cannes Lion awards, and these veterans actually do the work. We operate on the Avengers model: Superheroes only.

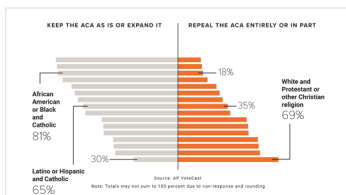
## Speaking of Superheroes



**AMERICAN ACADEMY OF PEDIATRICS:** At the height of the pandemic, with funding from the Centers for Disease Control & Prevention, the American Academy of Pediatrics hired M. Harris & Co. to create a nationwide ad campaign to persuade parents to get their children caught up on their immunizations. The ads transformed parents who brought their kids to the doctor into superheroes, and were viewed more than 30 million times.



**COPI:** Asian carp has two big problems: The name strikes many as both racially insensitive and decidedly unpalatable — a trash fish. How about some “Copi” instead? Global engineering firm TetraTech, using funds from the Environmental Protection Agency, hired M. Harris & Co. to introduce the new name of the fish to the world for human consumption.



**NORC:** NORC produces research you can trust. We wrote that line as a rallying cry for the organization at a time when misinformation is ubiquitous and can be deadly. We have completed dozens of projects for NORC. We have written more than 1,000 pages of its new website and built animated data visualizations for many of its federally funded research projects.

## Capabilities

We are a firm of former journalists trained to find and tell great stories in any form and on any platform.

### NAICS CODES

- **541990**  
All Other Professional, Scientific, and Technical Services
- **541613**  
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- **541613**  
Marketing Managing Consulting Services
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New Product Development Consulting Services
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