



Fact Sheet

Digital is no longer a channel, it's everywhere in a consumer's life. Making connections with the consumer, wherever they are, and whenever they are, is what we specialize in.

We believe that deep emotional insights, leading to ideas, enabled through a smart use of technology, deliver exceptional experiences. The experiences we create deliver real value to customers, and drive brand awareness and effectiveness for our clients. We do this through a balance of empathy and analytics, a continual process of listening to the consumer followed by optimization.

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Organic by the Numbers

1 Corporate mantra: Exceptional Experience	1994 The year we invented the first banner ad	8 Our 2008 interactive services ranking in Adweek	144 Industry awards and finalists in 2005- 2010
17 Years in business	6 Places we call home	2 Organic blogs: Threeminds & Allhands	7 Areas of deep vertical expertise

Our Clients

American Express	Juniper
Bank of America	Kimberly-Clark
Choice Hotels International	Martha Stewart
Chrysler	Living Omnimedia
Coach	Mitsubishi
College for Creative Studies	NetApp
Dodge	Nike Canada
Equinox	Procter & Gamble
Estee Lauder	Sony Playstation
Ethan Allen	Sprint
Geek Squad	The Related Companies, L.P.
Hess	20th Century Fox
iVillage	Vogue
Jeep	Warner Bros.

Credentials & Accolades

Bank of America: Morris Code
Our program targeted at college students resulted in over 440,000 session visits, 4,689 applications for student banking products and 55% of the site visitors were identified as new to Bank of America online content.

Kimberly Clark: U by Kotex
We created a social movement, empowering young females to be open and comfortable about having honest conversations regarding period and vaginal care. In the first two weeks of the launch, U by Kotex had over 270,000 site visits and nearly 3,000 Kotex discussions in the social space, with over 9.1 million impressions through various channels.

Chrysler Group, LLC: Jeep
Created a social media hub of aggregated content from the online community of Jeep enthusiasts that added 24% incremental lead volume and increased total ROI by 14%.