

H FIGHTING A DAILY SHARE BATTLE IN THE NOISIEST CATEGORIES

WE HIT HARDER

We help our clients fight the daily share battle with ideas that win.

By swinging hard and fighting smart, we stay laser-focused on the most important part of the equation: the idea. Nothing beats a good one. And every day, we come to work and think more of them into existence to help our clients dominate the noisiest categories.

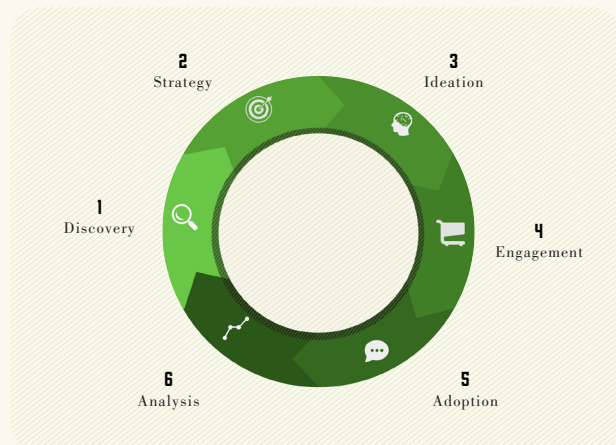
They're ideas based on hard-won consumer and cultural insights. Ideas that move people emotionally and have teeth. Ideas, in other words, that win.

HOW IT'S DONE

We've built our business helping marketers build their businesses in the toughest situations. How do we do it?

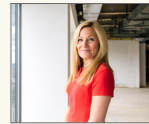
We embed brand planning, communications planning, media, and technology into customer-journey development and the creative process, which means we solve problems in a modern and smarter way.

The results aren't soft metrics; they're real and they're economically dramatic. They demonstrate that we literally give our clients more for their money. And when you're fighting a daily share battle in the noisiest categories, you deserve nothing less.



HUMBLE HUNGRY HUMAN

The people. That's what we're all about. And here, those people happen to be curious, tenacious, and scrappy thinkers. And we encourage them to explore and wander intellectually. Why? Because creating work that fights the daily share battle requires the out-of-the-box thinking that can only come from diverse collaboration and real-world experience.



Karen Kaplan
Chairman & CEO



Chris Wallrapp
President



Lance Jensen
Chief Creative Officer



Lesley Bielby
Chief Strategy Officer

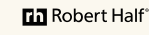


Cindy Stockwell
President, Trilia Media



Leslee Kiley
Chief Operating Officer

HAPPY CUSTOMERS

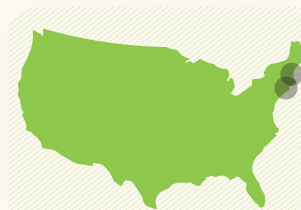


WHO WE ARE

650
employees

17TH
largest full-service
U.S. agency

49
years young



53 State St.
Boston, MA

104 W. 40th St.
New York, NY



NEXT STEPS



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