

Darren Paul
Managing Partner

Scott Cohn
Executive Creative Director

Evan Vogel
Managing Partner

Clients

Avon, Champion, Dial, Hanes, Keds, Playtex, Purex, Soft Scrub

Employees

40 and growing

Services

Creative & Strategic Direction

- Qualitative and Quantitative Research
- Concept Development
- Strategic Consulting
- Branding
- Consumer Insight
- Customer Segmentation
- Strategic Partnerships
- Design & Art Direction
- Illustration
- Branding and Identity
- Copywriting

Interactive Services

- Website Construction and Design
- E-Commerce Solutions
- Online Advertising
- Digital Advertising Development
- Flash Development
- Front and Back-End Development
- Database Design
- Widgets/Gadgets
- iPhone Applications
- User Experience
- Information Architecture
- Interface Design
- Game Development
- Mobile Application Development
- Retail solutions

Media & Communications

- Media Planning and Buying
- Search Engine Marketing
- Campaign Analytics and Optimization
- Web Analytics and Customer Research
- Social Media Strategy and Outreach
- Social Media Planning
- Content Syndication/Promotions
- Traditional Trade, Business and Consumer Media Outreach and Strategy

Promotions Development & Management

- Sweepstakes, Instant Win, UGC, Collect & Win
- Trivia, Advergaming and Scavenger Hunts
- Loyalty Programs, Insiders programs
- Coupons, Samples, Charitable Promotions
- Sponsorships
- Point of Sale
- Consumer Engagement
- Custom Solutions
- Legal Services
- Winner Fulfillment

Film & Video Production

- Pre-Production, Production, Post Production
- Editing
- Sound Mixing
- 3D Rendering/Animation
- Motion Graphics
- Location Scouting
- Talent Negotiation
- Art Buying
- Music Licensing

Non-Traditional Marketing

- Guerilla Marketing
- Event Planning and Execution
- Brand Ambassadors
- Mobile Marketing

Awards

Night Agency

- AdAge Small Agency Award Winner 2010, Northeast Region

Keds

theoriginalsneadker.com

- Winner, 2010 FWA Site of the Day

Champion

hoodieremix.com

- Winner, 2009, Omma Awards: Integrated Campaign: Fashion Apparel
- Winner, 2009 FWA Site of the Day

Dial Magnetic

getmagnetic.com

- Design Licks, 2009
- Dope Awards, 2009

Purex Natural Elements

purexsavegreen.com

- Winner, 2008 North American Marketing: Best 360 Marketing

Avon

explore.meetmark.com

- #2 on Design Charts: 2008

Christiania Vodka

christianiovodka.com

- FCUKStar Awards: 2007

Mtv2

the2headeddog.com

- Winner, 2005 Ad: TECH: Best Consumer Campaign

NBA

yournbadestination.com

- Winner, 2008 Web Awards: Outstanding Website

Symantec

safetytown.com

- Winner, 2006 Web Awards: Outstanding Website