



about

THINK is an integrated interactive agency.
Our driving business philosophy is to provide
New Fuel to power our clients' interactive initiatives.

The active ingredient in New Fuel is ideas — smart ideas that test the boundaries of interactive and leverage emerging new media tactics in original and inspiring ways. We believe the creative expression of an idea is inextricably interwoven with the medium itself and the ways in which audiences interact, transact, participate with and consume each interactive platform.

Since our inception 13 years ago, THINK has created award-winning online experiences that are intuitive, relevant, engaging and unique in their expression of the client's brand. We've worked with business-to-consumer and business-to-business Fortune 1000 companies around the world.



services



Interactive Strategy

Channel strategy
 Marketing strategy
 Media strategy



Websites

User experience design
 Content and creative
 Application development



Campaigns

Media planning and buying
 Creative and rich media development
 Management and optimization



Emerging Media

Mobile marketing
 Social media platforms
 Advergaming and viral



Measurement

Measurement programs
 Analysis and reporting
 ROI and economic models



clients





key strengths

Our Ideas

Smart ideas, not technology, drive successful interactive marketing

Audience Advocacy

Effective Web presence is created from a deep understanding of how and why specific target segments use interactive media

Client Approach

We focus a greater level of senior talent on a smaller, select group of clients at any one time

Measuring Success

Success should be measured on the business outcome rather than activity generated



recognition

Major Awards Received (2005-2008)

Yahoo! Big Idea Award

American Marketing Association, AMY Awards
· Marketer of the Year 2005

Marketing Sherpa – Email Marketing Awards

· Best Viral Email Campaign

Pointroll Beanie Award for Outstanding Metrics

Web Marketing Association Web Awards

· Interactive Services Standard of Excellence (2)
· Outstanding Website (4)
· Telecommunications Standard of Excellence
· University Standard of Excellence

Atlanta Magazine

· Best Places to Work (#5)



Web Marketing Assoc. Internet Advertising Competition

- Best Interactive Services Microsite/Landing Page
- Best Education Rich Media Online Campaign
- Best Telecommunications Integrated Ad Campaign
- Best University Microsite/Landing Page
- Best Magazine Rich Media Online Campaign
- Outstanding Microsite/Landing Page
- Outstanding Rich Media Online Campaign
- Outstanding Achievement
- Outstanding Rich Media Online Ad

Davey Awards

· Silver (2)

Interactive Media Awards

· Outstanding Achievement Award, Telecommunications



contact

Call Us

To be successful today and tomorrow, clients' agency partners must generate and execute on ideas that encourage brand engagement over time, across interactive media vehicles and online destinations, throughout the length of a customer relationship. This is where THINK excels.

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