



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

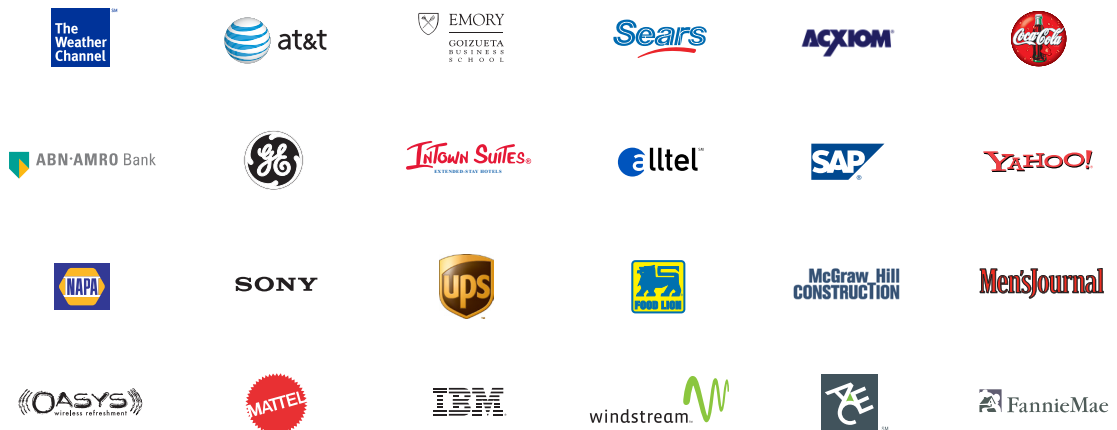


**Measurement**

- 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 (2005-2007)

#### 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



#### Web Marketing Assoc. Internet Advertising Competition

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

#### Davey Awards

- Silver (2)



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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### Senior Leadership

Will duPont  
Chris Wilson