

AGENCY PARTNERSHIPS



EXECUTIVE QUICK HITS

Key contributions to successful agency partnerships:

- Technical expertise that helps guide strategy discussions
- Flexible, nimble and deadline-driven work processes
- Quality-focused user experience and development output
- Appreciation of the speed at which marketing operates
- Experience navigating inter-departmental corporate politics

Brand Experience with Technical Expertise

Corporations partner with creative firms for one reason: agencies provide products and services corporations are unable to provide for themselves.

They are trusted to design effective brand marketing strategies because of their ability to provide extensive market research data, creative design expertise, and multi-media campaign management savvy.

Agencies partner with us for a similar reason: to provide the technical expertise needed to successfully plan, build and launch enterprise software solutions that help turn their marketing strategies into real-world business collateral.

A Safety Net for Agencies Everywhere

Our success collaborating with agencies on brand, marketing & PR projects gives us the ability to function as a safety net for highly-technical project deliverables.

Cerner Health Conference Digital Signage

Cerner Marketing and AVI Digital Signage

Cerner needed a functional touch interface component for their conference-wide digital signage, which was to serve as the primary source of updatable information for attendees.

We stepped in to create and deliver a just-in-time solution, and provided content management support throughout the duration of the conference.

Hallmark Holiday Sweepstakes

Hallmark Marketing, Hallmark Digital, Hallmark Channel, Cheetah Mail and Kicking Cow

Hallmark Digital had four weeks to meet a legally-mandated hard deadline for launching their holiday sweepstakes website.

We developed and hosted the site based on Hallmark Creative design comps, Kicking Cow's contest rules and regulatory management, and CheetahMail's email functionality. We met their deadline and maintained site functionality during an unexpected peak in site traffic due to an ill-timed simultaneous drop of six million emails.

Embarq Day Zero Launch

Embarq Public Relations, Embarq IT, Sprint IT and Mullen Advertising

During the planning of Embarq's company launch, the focus had been on the design and development of Embarq's main site, but the need for a temporary site had been overlooked.

We burned the midnight oil for two weeks and successfully delivered the site in time for their Day Zero launch. We coordinated all design and development aspects of the project with Mullen, Embarq PR, Embarq IT and Sprint IT.

AGENCY EXPERIENCE

Past collaboration partners:

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- Acxiom
- Cantor Group
- Carbon House
- Digital Impact
- Epsilon
- Euro RSCG Worldwide
- Falk Harrison
- Frog Design
- Goodby Silverstein & Partners
- iCrossing
- Kicking Cow
- Lippencott
- Louis Advertising
- MAI Sports
- Metzger
- Monigle
- Morningstar Communications
- Mullen
- MultiVu
- Octagon
- Organic
- Paul Davies Design
- Publicis
- Punchcut
- Salt Branding
- Sapient
- Spur Communications
- Tank New Media
- Tequila
- Two West
- Univision Movil
- Vidal
- Volt
- VML
- Walz-Tetrick

Tools to Make Life Easier

Our extensive product catalog makes meeting deadlines even easier. Below are some examples of proprietary software we have developed for projects that involve agency collaboration.

Vanity & Personalized URL Management

Offers complete life-cycle management of vanity URLs and PURLs from request to approval to deployment. Many agencies rely on this tool to support marketing campaigns.

Website Crawler

Indexes and captures website information useful for conducting a site audit. This includes web server information, thumbnail screenshots of each page and any content specific requests (HTML links, metadata, keywords, etc.).

Referral Program & Lead Generation Management

Allows you to build forms with custom UI and then manage the routing and fulfillment process. The tool also provides an admin interface for viewing reports. Output is completely configurable and can be integrated in any technology environment.

Brand Management Tool

Complete end-to-end management of all brand activity including asset management, brand approvals, guidelines distribution and file exchange (FTP) services. It also includes a collaborative workspace for ongoing campaign activity that supports multiple internal and external users. Sprint, Boost Mobile, Virgin Mobile and Cerner brand teams are currently using the platform to better collaborate with their agencies.

Content Management Systems

We build custom systems for managing ongoing content updates on static sites and for managing content deployment on product and marketing micro-sites. When custom solutions are not necessary we also have expertise implementing off-the-shelf CMS packages.

eCommerce Systems

We routinely utilize a highly-configurable eCommerce platform that allows us to quickly build and deploy solutions that meet the requirements of most shopping experiences. When requirements mandate the use of another platform, we will help you select and integrate the requisite system for your needs.