



Fact Sheet

Digital is no longer a channel, it's everywhere in a consumer's life. Making connections with the consumer, wherever they are, and whenever they are, is what we specialize in.

We believe that deep emotional insights, leading to ideas, enabled through a smart use of technology, deliver exceptional experiences. The experiences we create deliver real value to customers, and drive brand awareness and effectiveness for our clients. We do this through a balance of empathy and analytics, a continual process of listening to the consumer followed by optimization.

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Organic by the Numbers

1 Corporate mantra: Exceptional Experience	1994 The year we invented the first banner ad	8 Our 2008 interactive services ranking in Adweek	116 Industry awards received in 2005- 2009
16 Years in business	5 Places we call home	500+ Employees	7 Areas of deep vertical expertise
2 Organic blogs: Threeminds and AllHands	\$125M Estimated revenue for 2007 per <i>Adweek</i>		

Our Clients

American Express	Jeep
Bank of America	Juniper
Choice Hotels International	Kimberly-Clark
Chrysler Group	Martha Stewart
Coach	Living Omnimedia
College for Creative Studies	Mitsubishi
Dodge	NetApp
Equinox	Nike Canada
Estee Lauder	P&G
Ethan Allen	Sony PlayStation
Geek Squad	Sprint
Hess	The Related Companies, L.P.
Intel	20th Century Fox
iVillage	Vogue
	Warner Bros.

Credentials & Accolades

Bank of America
Our program targeted at college students resulted in over 440,000 session visits, 4,689 applications for student banking products and 55% of the site visitors were identified as new to Bank of America online content.

Estée Lauder
We demonstrated the value of integrated rich media units over print to launch new products, generating as much as a 22% lift in sales.

Jeep
Created a social media hub of aggregated content from the online community of Jeep enthusiasts that added 24% incremental lead volume and increased total ROI by 14%.