



WOMEN

CHALLENGES

Creating new innovative work that addresses the importance of the female consumer, who is not just the industry standard “a busy mom,” but a purchasing powerhouse and decision maker.

SOLUTIONS

Women are technology savvy and curious, a social networking community that share, converse, play, and compare. Intelligent, creative marketing solutions are required to promote brands to the female audience.

RESULTS

Coty Award, Addys, One Show, Cannes Lions.

Biggest grossing women’s game in the 90’s: still in distribution.

Online game created a large database for lobbyist group focused on women’s health issues.

Package design drove over 400 units off shelf with no marketing in the first week January 2012.

Brand-new launch this February at NYC Fashion Week in February 2012.

CLIENTS & PRODUCTS

Maybelline Shades of You

Reebok Women’s Apparel & Footwear

Sega’s Cosmopolitan Virtual Home Makeover

Women’s Health

Better Whey of Life

Cut on Your Bias



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