

# We speak digital.

At Idea Digital, a full-service digital agency within Idea, we don't create art for art's sake. We don't implement technology to simply prove how adept we are. We solve business challenges. We provide solutions that drive conversations. And since 1994, we have done just that for some of the world's largest and most respected brands. Our success as an agency is founded on our clients' success in achieving marketing and business objectives through digital solutions.

## Web, mobile and beyond.

At the heart of it, we are all human. We want to be spoken to honestly and earnestly. We want to have our time and participation respected. We want to be entertained.

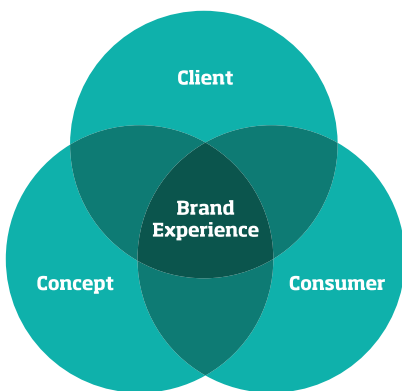
In the digital world, because the ability to quickly reach more people in more ways is so readily available, these principle understandings are essential to creating authentic relationships with consumers.

At Idea Digital, we strive to create digital experiences that are truly meaningful—experiences that don't demand attention but garner it on their own merit. And to do this, we approach every project with the notion that it will not be the entire conversation but simply the beginning of a mutually respectful conversation that is ongoing. By applying our clients' brand knowledge to what we know about strategy, technology and creativity, we are able to explore the best vehicles in reaching consumers and then create something enriching and effective with measurable results.



### Brand Relationships

- Bank of America
- Bausch & Lomb
- Continental Airlines
- HP
- Intel
- Microsoft
- Shell
- Sony



## The Brand Experience™

Building a brand means building consistency. Consistency builds believability. Believability builds loyalty. This is the core of what we call The Brand Experience™.

From full campaigns to one-off experiences, we approach every project from a holistic branding viewpoint. Authenticity in messaging, tone and brand perception is critical to truly affecting how and what audiences do with a brand's outreach. But this is far from being a one-sided endeavor. By working in close collaboration with our clients to fully comprehend their invaluable brand knowledge and objectives, our teams are then able to craft comprehensive strategies and execute upon them to open new avenues, insights and meaningful touchpoints with intended targets.

It's simple in nature. It's critical to success. It's The Brand Experience™

# At your service

## Brand Experience & Design

- Information architecture
- Interaction design
- UI design
- Websites
- Extranets
- Intranets
- Portals
- Mobile websites
- Mobile apps
- Kiosks

Every brick used in building a brand is key. No matter how large or small, we understand that everything we create plays an important role in the overall story of how our clients communicate with their audiences—and more importantly, how their audiences relate back to them. In our ability to turn inventive marketing ideas into captivating and comprehensive solutions, we are able to continually distinguish our clients, reinforce and evolve their brands and give them competitive advantage.

## Product Launches / Promotions & Services Marketing

- Integrated communications planning
- Product / support tools
- Product marketing and promotional videos
- Search engine marketing
- eCommerce support
- Merchandising
- Email marketing
- Display advertising
- Program management

Finding a voice in a crowded marketplace is becoming increasingly difficult—no matter what your product or service. That's why creating a succinct, distinct and resonating message is fundamental to the success of how well you communicate with your audience. From product launches to promotional campaigns to continued marketing efforts and engagements, our team is well-versed on helping finding the brands we serve a unique, results-driven voice.

## Social Media

- Consumer insights
- Strategy
- Search strategies
- Content
- Training
- Measurement
- App / gaming strategy

The art of conversation is alive and well. As social media becomes a keystone in daily interaction and information gathering, the need for open dialogue and communication between brands and consumers becomes more necessary. Using components of social media as a platform for enriching brand development, we are able to create authentic engagements between our clients and their customers. And once those connections have been made, we measure the reach and monitor the messaging to ensure consistency and desired results.

## Visual, Video & Motion Design

- Video
- Motion design
- 3D modeling and animation
- Digital branding

We are storytellers. From concept to creation, we know the importance of weaving business objectives into engaging storylines that compel audiences to interact with brands. And with the growing importance and demand for video in the digital space, our ability to deliver full video production, post-production and motion design services in-house has proven to be invaluable to our clients—not to mention award-winning to our agency.

## Market Analysis & Customer Insights

- Marketing research
- Account planning
- Business insights
- intelligence
- Usability
- User research and testing
- Profiles / persona development
- Crowdsourcing
- Analytics
- Customer 360

Knowing what to say and how to say it starts with knowing your audience. The detail of our execution is only as good as the detail of our planning and target definition. From overarching trending to individual persona development, we believe comprehensive market research and intelligence is core to any successful strategic planning. Then, once a roadmap has been defined, continually test and monitor to adjust, evolve and adapt to ensure measured success.

## Content & Search Strategy

- Content inventory / mapping
- Governance and policies
- Interaction design
- Information architecture
- SEO
- Content creation (technical writing / copywriting)
- Content lifecycle management
- CMS

As with anything, content is king. From origination to organization to implementation, it's critical that your content and search strategies work seamlessly to optimize your online presence. Our team of writers and search engine strategists evaluate content, site layout and structure and develop plans to enhance natural search results as well as drive traffic and interest through paid placements.

## Mobile

- Mobile strategy
- Applications
- Websites
- Messaging / campaigns
- Mobile search

Go where they are. Mobile advances are continually evolving to give brands better access to consumers—no matter where they are. Our mobile teams don't just simply strategize for what can be done today but what needs to be done tomorrow. And that requires staying at the forefront of mobile technology. By doing this, we are able to offer our clients both unique mobile experiences that engage audiences as well as implement seamless integration of mobile into overarching brand positioning and campaigns.

**complex.simple**  
**technology.solution**

**.idea**