

## i33 Named One of Top 50 Interactive Agencies of 2004



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i33 communications

## Media Magazine's Top 50 Interactive Agencies of 2004

Agency Name	Core Competencies	Agency Headquarters	# of Clients	Top Online Clients
i33 communications LLC	Full service, online marketing, paid search, media planning/buying	New York	34	Buick, Delphi, Entertainment Publications, J2 Global Communications (eFax), Starwood Hotels & Resorts
360i	Search engine services, contextual advertising	Atlanta, Georgia	150	E. W. Scripps Co., McGraw Hill Corp., Universal Studios Home Entertainment and Theme Parks
AKQA	FS, creative, planning/buying, Web development services	San Francisco, CA	30	Microsoft Xbox, Nike, palmOne, Unilever, Visa
Atmosphere BBDO	FS, strategic planning, creative marketing services, analytics.	New York	12	AOL, Cingular, Frito-Lay, GE, PeopleSoft
Avenue A   Razorfish	FS, creative, media planning and buying, search	Seattle	223	AstraZeneca, Best Buy, Kraft, Microsoft/MSN, Wells Fargo. *Avenue A   Razorfish does not disclose its top 5 clients due to its affiliation as an operating unit of a publicly-traded company – aQuantive, Inc. (NASDAQ: AQNT). The clients listed above are clients that have permitted Avenue A   Razorfish to use their names publicly.
Beyond Interactive	FS, media integration, cutting-edge media, Beyond Entertainment, technology systems, wireless-broadband-gaming-ITV	New York	90	Cendant, GlaxoSmithKline, Nokia, Reebok, Warner Bros.

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breathe interactive	FS, search, creative, account management and planning disciplines, online targeting	Atlanta, GA	13	BellSouth Corporation, Orlando Convention and Visitors Bureau, Publix Supermarkets, Russell Athletic, Southeast Toyota Distributors
Campbell-Ewald Digital	FS, creative, media buying, Internet marketing strategy, cross-media integration	Warren, Mich.	28	ACDelco, Chevy, General Motors, OnStar, U.S. Navy
Carat Interactive	FS, communications planning, offline/online integration strategy, creative, direct marketing, search, media planning/buying	Boston, MA	350	adidas, EA, Ofoto, Pfizer, RadioShack
Click Here	FS, creative development, integration, campaign management and optimization, search	Click Here, Dallas, TX	26	Florida Orange Juice, Go Rving, Hyundai, Nokia, Travelocity
connect@jwt Media Services	E-mail marketing, online advertising within ad units, search, analysis, media planning and buying, campaign tracking	New York		Bubblicious, Ford Motor Company, Northwestern Mutual Life, Providian, T. Rowe Price
Deep Focus	FS, integrated marketing, advertising and creative, media, and strategic services	55 Washington St., Suite 301 Brooklyn, NY	10	America Online, HBO, MGM, MGM Home Entertainment, Universal Music Group

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Digitas LLC - Interactive Media Services Group	FS, digital marketing media, creative, media placement, targeting technologies, online advertising, e-mail, search, emerging channels, viral.	Centers of Excellence - Digitas New York and Digitas Boston	approximately 50	American Express, AOL, AT&T, Gillette, GM
Draft Digital/ID Media	FS, strategy, web development, CRM, database, direct marketing	New York, NY	21 Draft Digital clients	AARP/UHG, Johnson&Johnson, Jose Cuervo, Masterfoods USA, USPS
EarthQuake Media	FS, integrated media and advertising	New York	26	AMC Network, Danzka Vodka, HBO, I Global Media, Ziff Davis
Euro RSCG 4D	FS, digital brand strategy, customer experience design, online advertising, buying, and campaign management, planning/buying, search	New York City	55 in the US; 700 globally	Harrahs Entertainment, IBM, Intel, Oppenheimer Funds, Volvo
GSD&M	FS	Austin, TX	20	Fannie Mae, MasterCard, SBC, UnitedHealth, US Air Force
<b>i33 communications LLC</b>	<b>Full service, online marketing, paid search, media planning/buying</b>	<b>New York</b>	<b>34</b>	<b>Buick, Delphi, Entertainment Publications, J2 Global Communications (eFax), Starwood Hotels &amp; Resorts</b>
iDeutsch	Full service, planning/buying, creative, strategy	New York	12	Bank of America, Coors, Mitsubishi, Monster, Revlon
Insight Interactive Group	FS, strategic consulting services, Web site development and maintenance, online advertising, search	121 N. Broad Street, Suite 600, Philadelphia PA 19107	20	Not allowed to provide this information.
Intercept Interactive	Media buying/planning	New York	100+	eMode, Monster, Netflix, Orbitz Autobytel



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ittraffic	FS, interactive marketing strategy, online media planning/buying, creative, search, e-mail marketing, viral marketing	New York	35	British Airways, Discovery Networks, eBay, Miller Brewing Company, Visa
LeapFrog Interactive	Web site design, online promotions, HTML e-mail services, online application development, search	Louisville, KY	500	Brown-Forman, Comcast Cable, MeadWestvaco, Thomas Industries, Yum! International
Mass Transit Interactive	Interactive media planning, buying, & management, analytics - email relationship marketing	New York	15	Atkins, BMG Music (Yourmusic.com), Cendant Travel Link, Financial Times, IFC, Mannington Mills,
Media Contacts USA	Online media planning/buying, direct response media planning and buying, direct mail and e-mail, search	Boston, MA	35 at Media Contacts	Barclays Global Investor, Choice Hotels, ING Direct, Royal Caribbean, Volkswagen
Mediasmith, Inc.	Branding, direct response, search	San Francisco	22	Morrison Homes, Napster, Sega, STARZ! Ticket, Trend Micro
Modem Media	FS, interactive and integrated marketing strategies, creative design and execution; media research, planning/buying, search	230 East Avenue, Norwalk, CT		Delta Air Lines, General Motors, HP, IBM, Michelin
mOne	FS, digital and direct media planning/buying, adserving, ROI modeling, search, emerging digital media	New York	90	Ameritrade, IBM, Nextel, Novartis, Unilever
Moxie	Online advertising	Atlanta, GA	34 Total	Blockbuster Online, Northside

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Interactive, Inc.	campaigns, online/offline promotions and sweepstakes, search, interactive merchandising			Hospital, Saks, Incorporated, Verizon Wireless, Weather.com
Mullen	Strategy/planning/ buying for Web campaigns, e-mail list rental; sponsorships/partnerships; paid search	Wenham, MA	Thirty Two	Conversion Van Marketing Association, Department of Defense - Today's Military, Dickies, Eddie Bauer, XM Satellite Radio
NetPlus Marketing	FS, planning/buying, database email, search, affiliate marketing, analytics, creative development	Conshohocken, PA	21	Catherines, Lane Bryant, Mueller Sporting Goods, Toll Brothers, Team ACS (American Cancer Society),
Nurun	Digital branding, interactive creative development, Web development, campaign management and optimization, Web and data analytics, planning/buying and eCRM	New York - USA Montreal - Canada	52	BRP, Danone, L'Oréal, Pleasant Holidays, Telecom Italia
OMD Digital	Digital direct response, brand planning/buying, search, analytics and optimization, emerging media, gaming	Chicago	120	Cingular, Dell, GE, Johnson & Johnson, McDonald's
One to One Interactive, LLC.	FS, segmentation & predictive modeling, brand assessment/strategy, planning/buying, online media trafficking/optimization, search	Boston, MA	13	Berlex, Capella Education Company, Fifth Third Bank, State Street Corp, Qualcomm
Optimedia	FS planning/buying	San Francisco	15 interactive clients	Garnier, General Mills, Hewlett Packard, TMobile, Scion

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Range Online Media	FS, search, managing pay per click media and natural optimization	Fort Worth, Texas	12	CompUSA, Pier I Imports, Toshiba, Travelocity, Wyndham
RPA	FS, web development, search, online planning/buying, e-mail marketing, creative development	Santa Monica, CA	19	Honda Motorcycles, Honda National, Honda Regional Marketing, Pioneer, Unicare
SF Interactive	FS, media planning/buying, interactive advertising creative and production, marketing performance analytics and production, search	Sausalito, CA	14	Lucas Art, Quantum, Siebel, TIAA-Cref, VeriSign
Sharpe Partners	FS, strategic planning/buying, search, e-mail programs (CRM), Web site development	134 Fifth Avenue		Circuit City, Fujifilm
Slingshot LLC	FS, planning/buying, creative, technology	208 N. Market St, Ste 500, Dallas, TX, 75202	50	Dr Pepper, Greyhound, Jack Daniel's, Lenox Collections, Wyndham Hotels
Starcom IP	Cross-media platform ideation, content/contact integration, portal deals, sponsorships, e-mail marketing, traditional online media, wireless mobile and viral marketing.	35 W. Wacker Drive, Chicago IL 60601	24	ABC Cable Networks, Allstate, Aventis - Lantus, Discover Card, Hallmark, Kellogg

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t:m interactive	FS, online strategic planning, brand management and positioning, planning/buying, Web site and Web content development and management	Irving, Texas (Dallas)	14	American Airlines/AA.com, Nationwide Insurance, Subaru of America, Texas Tourism, Venetian Resort, Hotel, Casino
The Digital Edge/Outrider	FS, media strategy, planning/buying, advanced analytics, search, iTV and emerging media consulting, creative	825 7th Avenue, New York, NY 10019	40 (US Only)	AT&T, Best Western International, Ford Prestige Brands, TD Waterhouse, Xerox
These Days	Focus on strategy and creativity, special service lines for wireless and viral marketing	Antwerp, Belgium (Europe)	42	Citibank, Nokia, Sara Lee, Sony, Thomas Cook
Tribal DDB	FS, online media research, search, planning/buying, trafficking, tracking and optimization for direct response and branding campaigns.	Los Angeles, CA USA	45	Ameriquest Mortgage Company, Bouygues Telecom, eHarmony.com, Pepsi-Cola/Frito-Lay, Philips, VW
Universal McCann Interactive	Strategic development, media planning/buying, strategic alliance stewardship, tracking/analysis and optimization.	New York	30	Johnson & Johnson, Microsoft, Sony Electronics, Sony Pictures, Wendy's

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VML	<p>True integrated channel planning for clients Totally integrated media plans that incorporate all consumer touch points Use of VML Proprietary Proforma Management System to track all results in a single platform Use of models that measures online and interactive media on a "message exposure basis" just as for traditional vehicles like TV Radio and Print. Use of common media terms like TRP's and reach/frequency when discussing online marketing in conjunction with other media vehicles. Totally integrated client technology solutions including front end as well as building the back end.</p>	Kansas City, MO	37	<p>Burger King Colgate Palmolive Sprint Payless Shoe Source H&amp;R Block</p>

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Wunderman	FS, digital strategy, planning, creative, design and development, planning	There is no one specific HQ; interactive units are integrated into the overall office in keeping with our commitment to channel neutrality	Wunderman, with 76 offices in 36 countries has a vast number of clients, a partial listing can be found on our Web site. North America is Wunderman's largest region.	Citibank, Ford, Microsoft, Motorola, Novartis, Pfizer,
Zentropy Partners	FS, planning/buying, web development, creative, CRM, e-mail, research/analytics, SEM	Los Angeles (overall interactive corporate headquarters)	27 Media Clients	General Mills, H&R Block, Microsoft, Nestle Purinal, Overture