

Plan B[®] [the agency alternative][™] Fact Sheet.

THE AGENCY

- Full service creative ad agency
- Founded in 1998 by 'big agency' creative refugees
- Privately held by senior agency partners
- Performance-based, on-demand model
- Around 40 employees
- 2011 billings: about \$15 million

THE ALTERNATIVE

We offer forward-thinking marketing managers a **hyper-efficient, full-service, on-demand** and truly consultative marketing partnership—free of inefficient middle management and bureaucratic red tape.

Our **collaborative 4D approach** to brand management provides big-picture oversight and dynamic control over our clients' **earned, owned, and paid media** initiatives, efficiently mixing, phasing, and adjusting them in **real-time** for supercharged performance.

It's a smarter, exceedingly versatile style to marketing management that's attracted vibrant, forward-thinking brands who aren't satisfied with flat sales or yesterday's formulaic approach to mark-up based marketing support. And because we're on-demand and media agnostic, there are no conflicts of interest here. No hidden agendas. No ulterior motives. Just a laser-like focus on getting our client's brand wherever it needs to be.

PROFICIENCIES

TRADITIONAL MEDIA

Consumer and B2B advertising, television and radio, print, sales collateral, design for all media, in-store/POP, environmental, direct mail, identity and packaging design, multilingual and cultural alignment.

DIGITAL MEDIA

Email, website and microsite development, CRM program development and management, viral video, mobile marketing, mobile application development, database-driven web apps and back-end, system integration, webcast publishing, SEO/SEM, digital experiential.

RESEARCH/ANALYSIS

Qualitative, quantitative, secondary and industry research, best practices analysis, full segmentation modeling.

PLANNING

Data management and analytics, consumer-context planning, customer data segmentation, full-cycle strategic planning, measurement/analytics and tracking.

SOCIAL MEDIA

Social marketing campaign development, baseline sentiment analysis and segmentation, digital community analysis, community management, social listening.

CONNECT

116 W. Illinois Street
Suite. 2W
Chicago, IL 60654

PHONE 312.222.0303

FAX 312.222.0305

EMAIL justask@thisisplanb.com

 facebook.com/ThisIsPlanB

 linkedin.com/company/ThisIsPlanB

 [@ThisIsPlanB](https://twitter.com/ThisIsPlanB)

CLIENTS

Jaguar, Volvo, Land Rover,
Paper Mate, Sanford, Durafume,
Thermos, First Alert, ConAgra
Foods, Equal, PureVia, Azteca Foods,
Morgan Stanley, Bank Financial,
Van Kampen, Advantage Futures,
Humana One, Peridot Manufacturing,
Virgin Lifecare, Lincoln Park Hospital,
Mather Lifeways, and Many More

LOCATIONS

CHICAGO (HQ)
MILWAUKEE AREA
SAN FRANCISCO BAY AREA

EXPERTISE

CPG, Food/Food-Service,
Automotive, Financial
Services, Healthcare