



## COMMITMENT TO EXCELLENCE

Building Sustainable Relationships through Real Time Connections

## LT CULTURE UNIT

We are recognized and respected as one of America's premier mid-size, independently-owned firms specializing in multicultural outreach to the African-American and Hispanic consumer. Of our fifty-five professionals, one third represents diverse backgrounds. From crafting media strategies to producing interactive communications, to developing cause-related initiatives and special events, every tactic is part of a holistic program with innovative brand experiences designed to generate sales. We have produced award-winning multicultural programs for global brand leaders, including Procter & Gamble, Vanity Fair Intimates, IKEA, Jenny Craig, Maybelline, Clairol and Diageo, among others.

## LT INTERACT!® HOSTING THE CONVERSATION

We create real time conversations with your target constituents. Whether it's texting utilizing a Twitter and Jaiku mashup or being a favorite on MySpace, Facebook, and Bebo, we can be sure everything is pretty much *del.icio.us* to the consumer and media alike. So whether we Flickr or Zoomr is irrelevant as long as you get the picture. Basically, we can give your brand a Second Life that will get consumers to Digg and Reddit. Because, in the end, we know... you know... word of mouth marketing drives sales.

At LT Interact we create web-based media relations, research, viral campaigns, Web 2.0, games, blogs, blog monitoring, podcasts, v-casts, text messaging; and mobile content development. We have developed and executed successful SMS and interactive programs for P&G, Jenny Craig, Restylane, Combe (Vagisil), David's Bridal and others.

*"In today's economy women rule and if you are not talking with them, they will rule you out."* -Maureen Lippe

## GOING DIRECT-TO-WOMEN®, DIRECT TO MOMS®, AND DIRECT TO TEENS®

D-T-W®, D-T-M®, and D-T-T® are proprietary Lippe Taylor methodologies designed to generate a unique insight into the targeted consumer. We deploy several measures, including online surveys as well as "360 degree" in-market immersions, to generate criteria that enlightens us on how best to "crack the code" and persuade her to purchase.

## WE KNOW: LT WOMEN IN THE KNOW®

We host a proprietary series of health and beauty editor roundtables to bring medical and research professionals face-to-face with key media influencers. These intimate meetings often facilitate the discussion of complex or taboo topics and provide a compelling platform to deliver unique and educational learnings to the press.

## WE CAN SEE INTO THE FUTURE: LT TRENDVISION®

Knowing what's "in," what's "out," what's "hot" and what's "not," is essential for marketers. We provide trend forecasting on the forces that create the styles of our times. We can predict up to a year in advance all the new fashions and colors and how they will impact your brand, products and packaging.

## LT EXPERIENTIAL MARKETING®

We create unique experiences that surprise and delight your target audiences. We have produced national mall tours and "pop-up" retail stores, including a Cetaphil Skin Care Club lounge as well as an actual barn raising in mid-town Manhattan to capture the attention of consumers and financial analysts alike to announce the Bath & Body Works purchase of the White Barn Candle Company.