





a company whose ideas create
Conversation-swell™
that builds incremental
financial value for brands.

ABOUT THE PRINCIPLES

ROGER CAMP has won every major creative award many times over, including Best of Show at the Clio's for an unprecedented two consecutive years. He was named top art director in the country by Boards Magazine and has been featured on VH1's Greatest Commercials of All-Time. Camp also has the honor of winning more British D&AD awards than any American art director in the show's 45+ year history.

JAMIE KING has helped build some of the world's most iconic brands including P&G, Starbucks and Walmart to name a few. A strategist by trade, Jamie has won 6 EFFIE awards for advertising effectiveness, a demonstration of his desire to build his client's business. Jamie completed the Kellogg School of Business Executive Program and the Hyper-Island Interactive Advertising Executive Program. In 2009, he was named to Crain's 40 under 40.



Legendary founder Hal Riney lived long enough to see his namesake shop [under Camp+King] on the rise again.

ADWEEK



UNDER CAMP+KING, HAL RINEY WAS ONE OF ONLY 4 US AGENCIES TO WIN A GOLD CYBER LION



*Under Camp+King/Riney...
is leading the way
in mobile marketing.*

AdvertisingAge.



AGENCY POINT-OF-VIEW

We're in a Social Economy



Two-thirds of the economy is influenced by personal recommendations.

Source: McKinsey & Company.

61% of consumers seek online consumer posts
and communities as a source of their information.

Source: Nielsen Online Global Consumer Study.



AGENCY VISION

To provide our clients with ideas that give them an unfair competitive advantage.

AGENCY MISSION

To create **Conversation-swell™** that builds incremental financial value for our client's brands.

CONVERSATION-SWELL™

Inspired by groundswell, conversation·swell is the surge of support, approval or enthusiasm for a brand. It is inspired by ideas and manifests itself in the form of virtual and real word-of-mouth advocacy for a brand.



CREATING **CONVERSATION-SWELL™** IS HOW YOU GROW BUSINESS

Brands that ignite the most conversation in their category grow, on average, four times as fast as the category (London School of Economics).

A 12% increase in positive conversations can result in a doubling of growth (Bain).





3 Million YouTube Views.
11 Million Facebook Views.
90% of Comments Positive



CREATING CONVERSATION-SWELL™



0.6 million views of video at www.screamforsavings.com in 5 days

2,000 consumer posts

80% of all conversation sentiment was highly positive

5 consecutive days of increased comp sales growth

25% higher average ring-rate during Sale than base business.



CREATING CONVERSATION-SWELL™

DISTILLED EXAMPLE OF THE PHILOSOPHY

Create
Conversation
Capital



Which Activates
Brand Advocacy



That results in
Brand Engagement
and Value

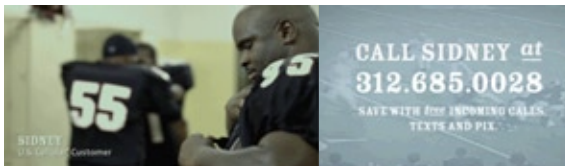


Convert 1 out of every
200 Customers to "friends."



Bottom Half of Customer
Loyalty In Category

THEIR IDEA: CEO talking about empathy and pricing.



Convert 1 out of every
50 Customers to "friends."



Highest Customer
Loyalty in Category

OUR IDEA: Invite people to call an actual U.S. Cellular customer to demonstrate free incoming calls.



SAME CATEGORY—TWO DIFFERENT
WAYS TO CONVERSE ABOUT VALUE

