



The Company We Keep

Spring 2007

**The company we keep
tells a lot about the kind of
relationships we value and
the kind of agency we are.**

Core purpose: Create visionary ideas that make a difference.

Creative agency of record since 1981



Take Southwest out of the airline business and put them in the freedom business, which has always been their core purpose. Evolve the brand and convey Southwest's authentic purpose and fun-loving spirit.

**KEY
INSIGHTS**

Agency of record since 1989

Agency of record since 1994

Agency of record since 1994

Media agency of record since 1995



Focus on the intensely competitive nature of the game of golf. Show the drama and excitement of the game. Showcase the expert golf skills of the PGA TOUR stars and their obsession with the game in unexpected settings.



Move the brand's message beyond simple heating and cooling and address a growing consumer desire to control the air quality in their homes. Position Lennox's line of indoor air quality products as the solution to "bad air" and create a relevant way for Lennox to dialogue with buyers in between seasonal cycles.



Leverage the consumer advantages of the merger of two great brands for the national launch of a technological match made in heaven: AT&T with its passion to invent and SBC with its drive to deliver.



Negotiate all broadcast buys through GSD&M's Chicago media office where MasterCard's significant media investments command higher levels of service and attention. Extra impact: better visibility and more efficient program mixes on major networks and niche cable stations. An opt-in email program builds brand preference and customer loyalty.

“GSD&M does not comprehend the concept of losing. They are giant brand builders and will simply outwork and outsmart the competition. I don’t think we’d be a success today without the fabulous work they’ve done for us.”

– Herb Kelleher, Chairman, Southwest Airlines

Agency of record since 2000

Agency of record since 2001

Agency of record since 2002

Creative agency of record since 2003



U.S. AIR FORCE

Forget traditional when it comes to reaching and motivating potential young recruits. Rule with cool. Start with relevant web design and content, then add a heavy rich-media plan.

THE BOLD LOOK
OF **KOHLER**®

We have much to gain by influencing a group of consumers we call the home passionates: young homeowners willing to pay a premium price for higher design standards. These people are big buzz agents who value artistry, expressiveness and an appreciation of homes and fixtures.



AARP is a powerful force for social change. Make the organization more relevant (particularly to boomers) by clearly demonstrating how the group's activities benefit not just those over 50, but society as a whole.

Legacy
American Legacy Foundation®

People who want to quit smoking have twice the chance to succeed when given a support system. Empower smokers who want to quit by providing the tools and know-how needed to succeed in the medium with the most familiarity — the web.

Agency of record since 2005

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Agency of record since 2005

Pro-bono brand positioning, 2006



Norwegian Cruise Line defies cruise convention with its unique Freestyle Cruising and delivers liberating experiences for travelers. Negotiating broadcast investments through our Chicago media office delivers maximum impact and generates added value.

YELLOWPAGES.COM™

Looking for something? Why search the World Wide Web when what you really need is local? Help users recognize that what matters most are relevant hits that result in productive searches.



BMW is "A Company of Ideas" where great ideas are indeed everything. As an independent company, BMW has the freedom and autonomy to make sure great ideas live on to become Ultimate Driving Machines. By positioning BMW as a creative and innovative company, we will connect with people who share the brand's values at a deeper level.



The ROI of a higher education is about much more than adding to an individual's earning potential. Leverage the fact that the American Council of Education recognizes that education is a broad-based benefit to our society, affecting the health, welfare and security of the nation and the rest of the world.

Creative Philosophy: The Uninvited Guest

Advertising is an uninvited guest in people's homes, cars and some of the most private moments in their lives.

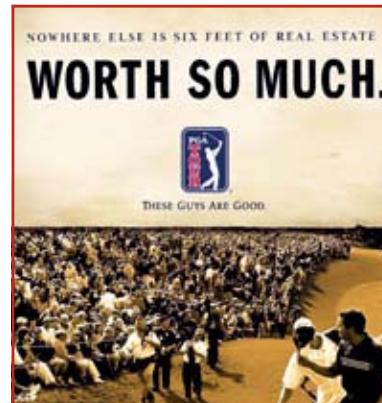
We need to intrigue them — captivate them with the way we look, the things we say.

We should entertain them — encourage them to laugh, or at least smile; to cry, or at least feel empathy; and sometimes, simply to think.

We must persuade them — convince them that what we have to offer is of genuine value from a company of values. Otherwise, it is unlikely we will be invited back.

Successful advertising becomes an invited guest — the first step toward every advertiser's ultimate goal: brand loyalty.





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A member of Omnicom's worldwide network of agencies since 1998