

CAPABILITY STATEMENT

The Thomas Collective is a creative agency **specializing in anthropologically driven campaigns**. Using deep insights into consumer behavior and the application of cultural context, we create more **meaningful and engaging narratives**—touching any medium where a consumer is reading, listening or watching.

KEY SERVICES

Digital/Social Media

Digital Advertising
Content Creation
Persona Development
Video Production
App Development
eCRM Marketing

Public Relations

Strategic Planning
Media Relations
Publicity Campaigns
Influencer Programs
Message Development
Research & Analytics

Experiential Marketing

Special Event Creation
Interactive Press Launches
Conference Production
Talent Procurement
Intermedia Development
Speech/Script Development

RESULTS

- An integrated campaign for a Vaginal Probiotic **saw significant lifts in brand awareness (30%), brand favorability (65%) and purchase intent (46%)**, exceeding benchmarks by 560%, 1,390% and 940% respectively, with consumers reporting they found the brand to be **“smart, knowledgeable, approachable and caring.”**
- A broadcast and digital campaign for a Probiotic brand saw **significant lifts in unaided brand awareness, brand imagery and emotional connection** of 6%, 7% and 3% respectively.
- Ninety-two percent of viewers of a digital ad for a Child's Pain and Fever brand indicated that the ad made them feel “much/somewhat more interested” in purchasing the brand. And two-thirds of broadcast viewers indicated the **ad made them interested in purchasing the product**, with consumers finding the brand to be **“revolutionary, forward-thinking, natural, different, clean, innovative and rebellious.”**

AWARDS

Digiday Greater Good Award
Addy Award Digital Advertising
Webby's Anthem Award
Telly's Immersive & Mixed Reality
Communication Arts Digital Advertising
Effie Finalist Non-Profit

Hermes Creative Strategic Marketing
Digiday Best Experiential
Digiday Best Influencer Collaboration
Addy Award Visual Storytelling
PR News Platinum Visual Storytelling
Best Place to Work

