



**WHAT IS AN EMAK?** We are a family of marketing agencies.

**OUR SANDBOX:** In the increasingly complex world of marketing, we directly impact consumer behavior.


**OUR PHILOSOPHY:** We believe in 'participative marketing'. Consumers no longer want to be spectators. We engage consumers to interact - - to touch, feel and be a part of our clients' brands.

We do marketing that sells.

**OUR APPROACH:**

 At Upshot, we challenge consumer indifference by challenging the accepted rules and norms. Our approach to marketing is non-traditional.

 At Equity Marketing, we use entertainment as social currency to activate our clients' brand through integrated marketing.

 **logistix.** At Logistix, we develop ingenious promotional products and programs to touch consumers.

**OUR SERVICES:**

- Market research, trend-spotting, and insight-mining
- Promotional marketing
- Integrated marketing and calendar planning
- Custom promotional products - designed, sourced and delivered
- Retail marketing, co-marketing, shopper marketing, environment design
- Sponsorships, sports and entertainment marketing
- Word of mouth, buzz, viral campaigns

**OUR REACH:** We are all around the world and right next door, with people in LA, San Francisco, Minneapolis, Chicago, Miami, London, Paris, Barcelona, Frankfurt, Amsterdam, Hong Kong and Sydney.

**WHAT MAKES US UNIQUE:**

- We are behavioral marketing experts
- We are big enough to have clout and small enough to be fast
- Our agencies are innovative and 'business-minded'

**COMPANY FACTS:**

NASDAQ: EMAK  
350 employees in three agencies  
PROMO Top 20 Ranking  
Over 20 years young

**CONTACT:**

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