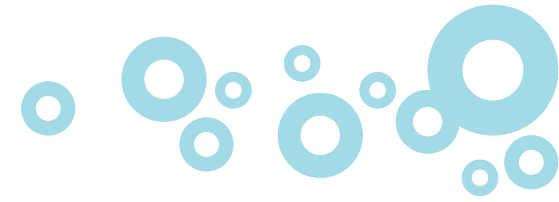


OLSON

Fast Facts

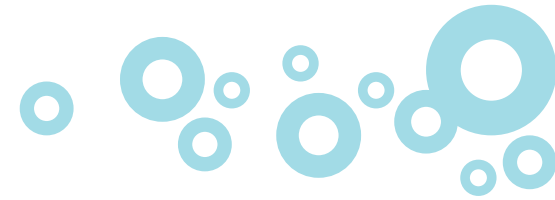
420 North Fifth Street, Suite 1000, Minneapolis, MN 55401 - 612.215.9800 (T) - 612.215.9801 (F) - olson.com

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- 4 Communities We're Building
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- 6 Olson Brand Anthropology™: The Secret Sauce
- 7 Leadership
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OUR STORY



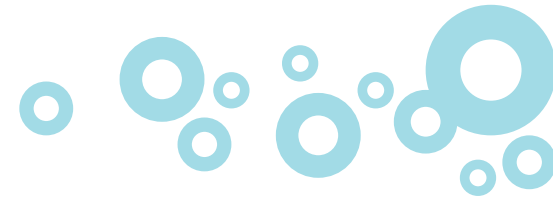
We believe connection is all that counts.

A decade ago, Olson was one of the few companies to foresee the decline of traditional mass marketing and the rise of the social engagement revolution. We built a “post-advertising” agency, one that creates bonafide marketing movements more than clever ad campaigns. Our sole purpose: to build and activate communities for leading brands.

Today, we are an independent brand connection super-group that *Advertising Age* calls one of its “Next A-List Agencies to Watch.” With a holistic, full-service offering; one of the industry’s most envied client rosters; 26 Effies in the past 10 years; and nearly every major creative accolade there is to garner.

We are based in Minneapolis and have a strong presence in both Chicago and Toronto, as well as emerging offices in New York City, Los Angeles and San Francisco. And we aim to be the leading brand connection agency in the world.

COMMUNITIES WE'RE BUILDING*



BAUER

 MillerCoors™

CapitalOne

SUBWAY




GENERAL MILLS

WRIGLEY

 **WYNDHAM**
Hotels and Resorts

kidrobot



 **PEPSICO**



Discover
BOATING



PHILLIPS
DISTILLING
COMPANY



KraftMaid



ECOLAB

 Northwestern Mutual

LIVE NATION

 THOMSON REUTERS

Boston
Scientific

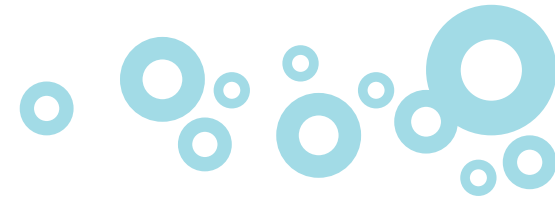


UnitedHealthcare

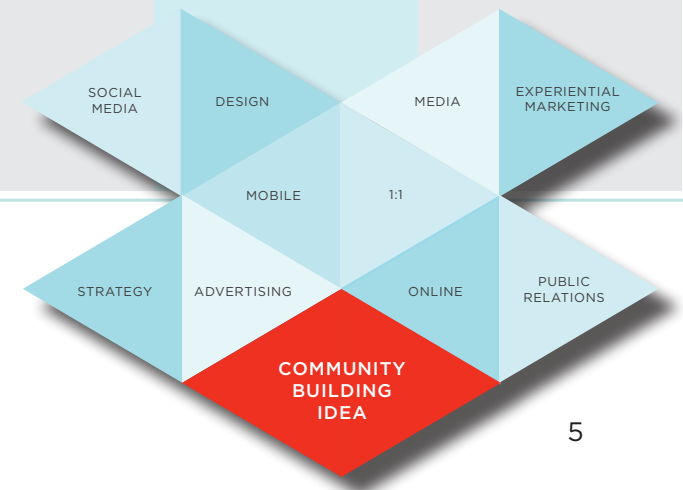
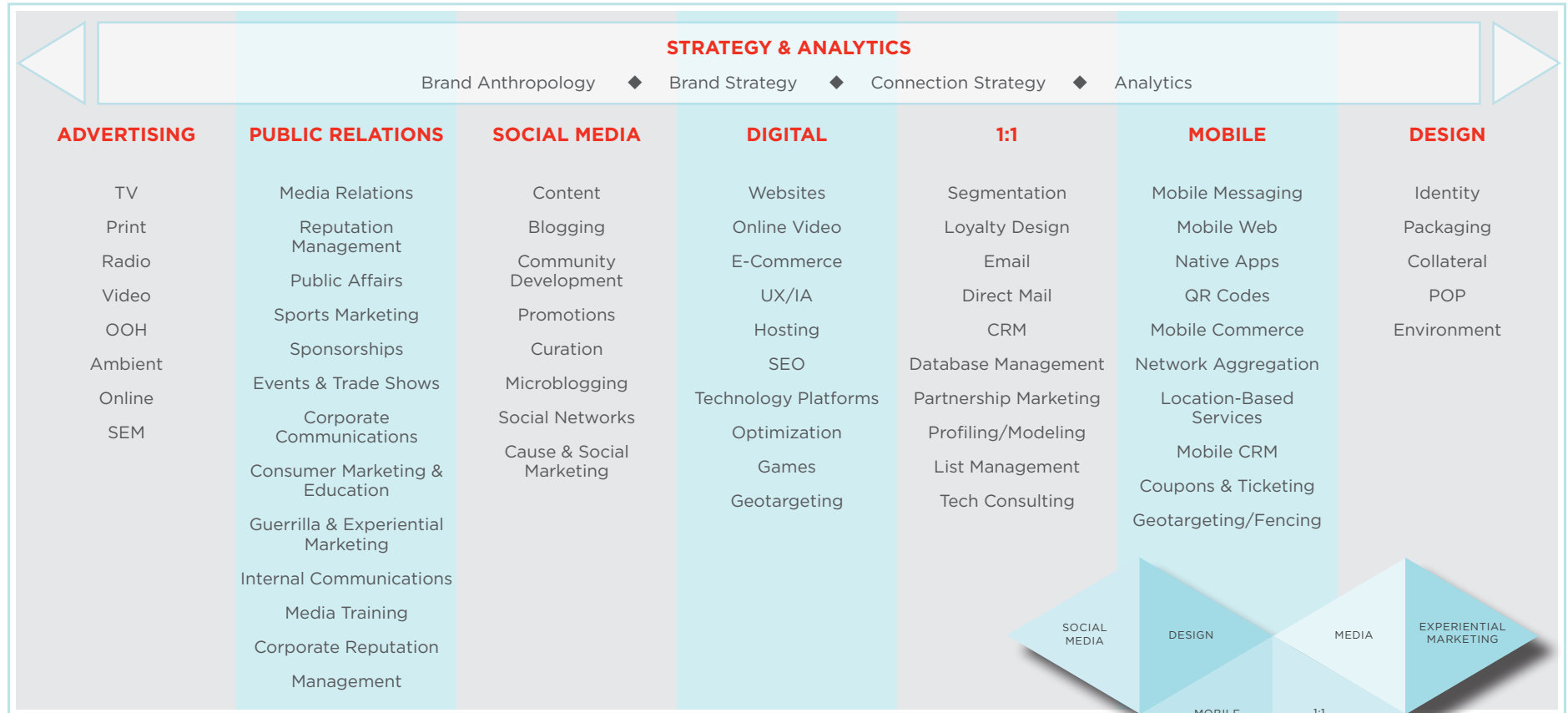


*Representative of select clients

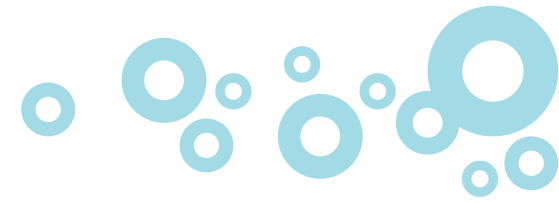
AGENCY OF THE FUTURE MODEL



Olson provides one of the most creative, holistic offerings in the country. Each discipline stands alone as a best-of-breed practice and still folds into a seamlessly integrated whole. This approach allows us to bring brand connection full circle, from broad community engagement to 1:1 relationships. It gives our clients a potent concoction of insight, ingenuity, analytics and accountability that dramatically moves the needle on their business.



CONNECTION IS ALL THAT COUNTS®



OLSON BRAND ANTHROPOLOGY™: THE SECRET SAUCE

People are people first. Not TRPs. Not targets. And certainly not “consumers.” The brands that understand this—and engage and activate the people in their communities, rather than just talk “at” them—are the most richly rewarded.

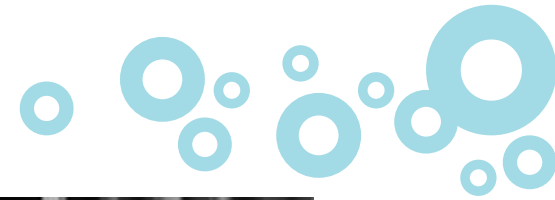
This is why we’re the first holistic communications agency to develop a proprietary anthropological method and employ a team of brand anthropologists. Because for creativity to become contagious, it must first be human. It must come from a deeper, more insightful place. It must form a truly meaningful connection between brand and believer.

Simply put, anthropology serves as the strategic lens for everything we do.



CONNECTION IS ALL THAT COUNTS®

LEADERSHIP



Kevin DiLorenzo
CEO



Dennis Ryan
Chief Creative Officer



Margaret Murphy
President & COO



Peter Marino
President,
Olson Public Relations



Michael Carter
President,
Olson mobile



Scott Cheney
CFO

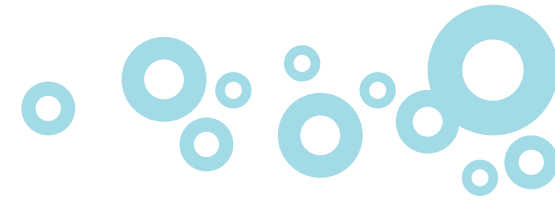


Greg Heinemann
SVP



Bob Molhoek
Chief Marketing Officer

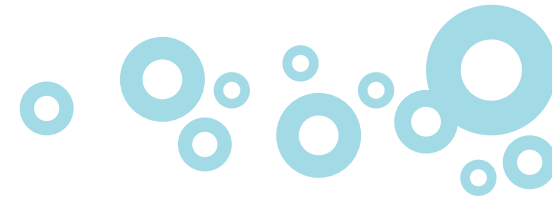
NOTABLE ACHIEVEMENTS



We're renowned for our culture, our creativity and our devotion to moving the needle for our clients. And though we aren't driven by the need to fill the trophy shelf, recognition by our industry peers does serve as constant reassurance that we are building something special. Here's a small sample of our achievements from the past few years

- “Consumer Agency of the Year” by The Holmes Report via SABRE PR Awards — 2012.
- “Specialist Agency of the Year” by The Holmes Report via SABRE PR Awards — 2012.
- One Show Interactive Merit Award Recipient — 2011.
- Webby Award Nominee — 2011.
- Radio Mercury Award Finalist — 2011.
- “Top 100 Work Places” by *Star Tribune* — 2011.
- *Advertising Age* magazine’s “10 Agencies to Watch” list — 2010.
- **AMA’s Effie award for marketing effectiveness — 26 times in 10 years.**
- Recognition in every major creative competition: The One Show Interactive, *Communication Arts*, *Applied Arts*, *HOW Design*, *Graphis*, *Print*, i.d. and The OBIES, to name a few.
- *Inc.* magazine’s. 5,000 fastest-growing private companies in America list — four times.
- Deloitte Technology Fast 500 (mobile) — 2010.
- “Best Small Place to Work in the Twin Cities” by *Star Tribune* (Olson Denali) — 2010.
- Dig Communications named “Small Agency of the Year” by *PR Week* — 2009.
- “Best in Class” recognition by Interactive Media Awards (mobile) — 2009.
- Named “Company of the Year” by Canadian New Media Awards.
- AAAA’s Jay Chiat medal for strategic excellence — 2009, 2010.
- Jefferson Award for Olson’s non-profit initiative The BrandLab by the *Minneapolis/St. Paul Business Journal* for corporate philanthropy — 2008.

CONTACT INFORMATION



While we call the lovely city of Minneapolis home, we also have a strong presence in Chicago and Toronto, as well as emerging offices in New York City, Los Angeles and San Francisco. **Get in touch with Bob Molhoek (CMO) directly** and he'll connect you to the most appropriate team member.

BOB MOLHOEK, CMO

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CHRISTINA CLAWSON, BRAND MANAGER

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