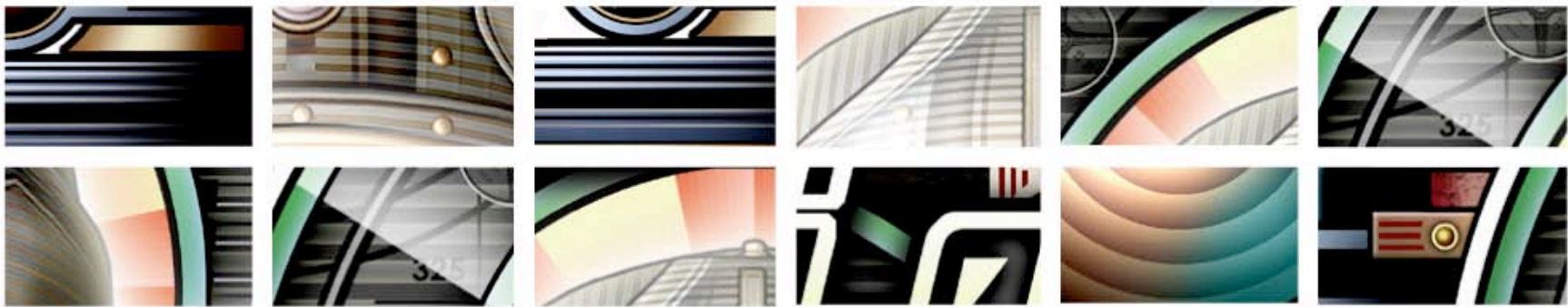


THINK AGAIN MEDIA

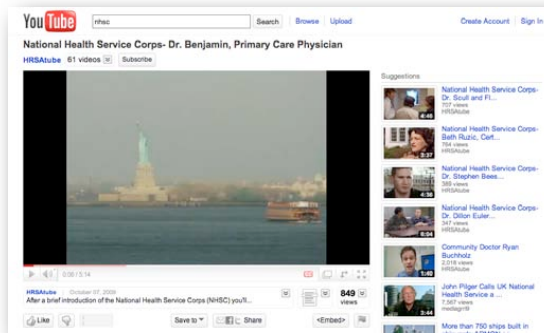


Living Your Brand through Authentic Storytelling

THINK AGAIN MEDIA

Creative + Digital Content for Corporate Communications

we transform your messages to video that engages and moves viewers to action



WHO WE ARE

A robust team of communication professionals that transform your marketing messages to emotionally compelling digital VISION pieces. We've worked across the industry in advertising, marketing, filmmaking and interactive.



National Cancer Institute
at the National Institutes of Health



www.thinkagainmedia.com



HOW WE THINK

The moving image captures our attention, it motivates us at an emotional level. We believe behind every value proposition, brand attribute, product development and corporate citizenship effort, there is a compelling story to tell.



THINK FAST

Video is on the rise. Are you keeping up?

- An average of 179 million Americans watch video each month.
- eMarketer projects that some 164.7 million people are expected to watch online video ads in 2011.
- The average online video viewed was 4.3 minutes.
- 84.8% of the U.S. Internet audience viewed online video in May 2010.



comScore

| www.thinkagainmedia.com



THINK ABOUT STORIES

How are you meeting the demand?

- Social media, media on demand, and video integration into communications platforms creates a wider platform for your organizational “voice” and more opportunities for people to engage with you.
- This demand creates new opportunities for relationship-building and customer conversion or action.
- Opportunity for content creation and use is at an all time high: The Custom Content Council, found that “branded content initiatives are considered by marketers to be **more effective** than any other leading form of advertising and marketing.”

“The rapid pace of social, political and technological change has clearly increased the consumer’s need for authenticity,”

--former Nestle CEO
Peter Brabeck-Letmathe



IMAGINE...

- If you could have a strategy for all that rich media content creation.
- If you could give life to that brochure.
- Connect with your customers and employees on an emotional level.
- Amass a library of content that could be leveraged by numerous divisions for a number of years.
- Increase retention, change perception, instill pride, improve ROI
... would that would be worth considering?

Increase brand awareness - 71.4%
Lead generation - 47.2%
Loyalty retention - 44.7%
Converting customers - 41.6%
Improving service / support - 39.8%

Ways Online Video is
Expected to Enhance
Customer Loyalty
MediaPost



THINK ABOUT CONTENT

What is the softer side of your story?

RESEARCH your target audience.

FIND the stories that resonate. From your CEO to the mailroom.

CREATE content that instills trust and value.

MEET your clients and customers where they already reside - online!

SHOW don't tell.



FEATURED WORK

T. Rowe Price
 T. Rowe Price Financial Information Web Site | Fund Data Portal | Feedback

Target date funds in five minutes:
 A video overview for plan sponsors

How do you decide: To... or Through? (2:21)

Risky Business: The biggest risk participants face is themselves (2:25)

Why the Retirement Funds? (1:29)

How do you decide: To... or Through? (2:21)

Download a prospectus Click here to learn more

Think Again Media
 Management Channel Subscribe Uploads Favorites Playlists

Back to Playlist
 T. Rowe Price "Approach to Municipal Bond Investing"

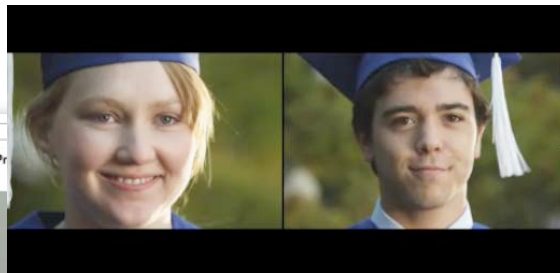
Muni Site Visit: Parking Garage
 T. Rowe Price... 288 views

Muni Site Visit: Charter School
 T. Rowe Price... 362 views

Muni Site Visit: Hospital
 T. Rowe Price... 185 views

Muni Site Visit: Hospital
 From: T. Rowe Price Group | December 22, 2010 | 185 views
 Go on a site visit to the Decatur Medical Health System with one of our municipal bond credit analysts. In three minutes, see what sets T. Rowe Price's low-risk bond funds apart.
<http://individual.troweprice.com/statof/low/MuniSite/Hosp...>

View comments, related videos, and more



YouTube

National Health Service Corps- Dr. Benjamin, Pr

HRSAtube 61 videos Subscribe

After a brief introduction of the National Health Service Corps (NHSC) you'll...

849 views

Community Doctor Ryan Buchholz 2:18 views HRSAtube

John Pilger Calls UK National Health Service a ... 7:56 views med4grip

PRACTICE RETIREMENTSM
Finding balance on the path to retirement.

Finding balance by pacing yourself

Jaime Maple

Preparing beyond your portfolio Discovering life beyond work Easing into retirement Finding balance by pacing yourself

Resources

Visual summary

Financial trade-offs

Practice manual

View other Sales Campaigns for additional resources



Digging Deeper: American University



American University needed an anchor film to emotionally engage prospective students and their parents during the campus visit.

Challenge

Take a list of “quintessential moments” in the experience of an AU student and weave them into the story of a student looking back over her years of growth and achievement at American.

Script a story that moves visually rather than through dialogue to make the story accessible and universal but still emotionally satisfying.



IMAGES ARE HYPERLINKED - CLICK TO LINK

www.thinkagainmedia.com



Digging Deeper: American University



Results

- Think Again Media completed a three-day, two-camera, on-location production on campus and around DC within 3 weeks – complete from concept development, client presentation/refinement, staffing, scouting, casting, and management of all shoot logistics.
- Close collaboration between Think Again Media and all creative and professional partners involved with the launch of the Visitors Center.
- Launched to wide-spread acclaim, reviewed in the Washington Post and met all marketing objectives.



Digging Deeper: T. Rowe Price

B2B Communications Campaign and then some...

“Behind the Numbers Video Series”

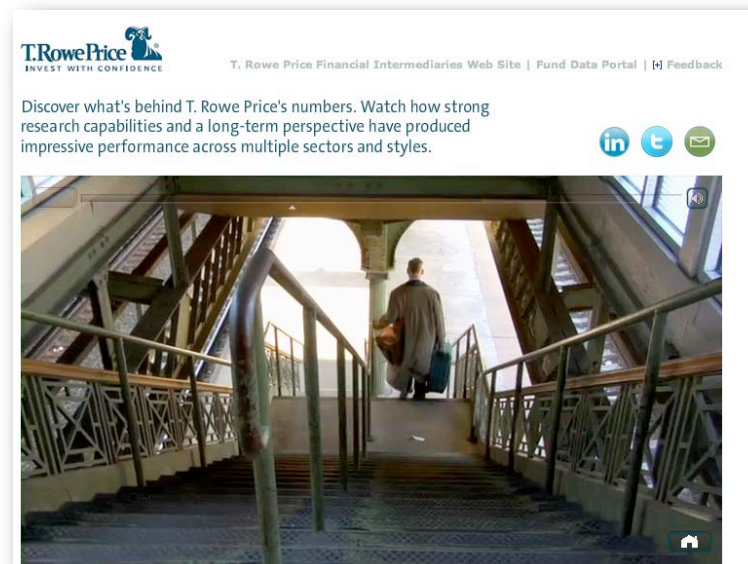


Challenge

Communicate the firm's unique approach to research and what set's it apart.

Constraints

- Remain true to the brand's conservative marketing approach.
- Provide tools that are evergreen within a highly regulated industry.
- Translate intangible attributes of the brand into specific benefits that financial intermediaries could share with their clients.
- Work in “unchartered territory” firm wide.



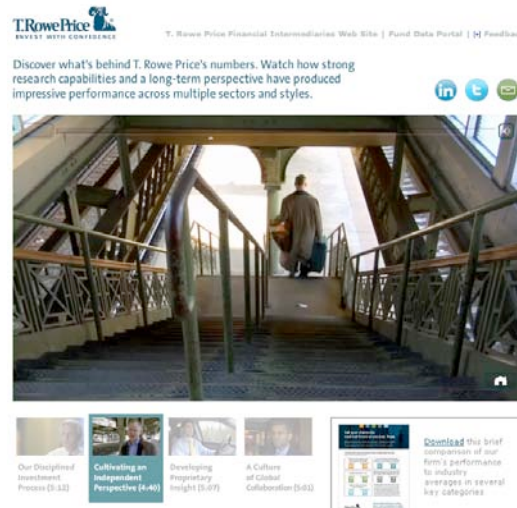
Digging Deeper: T. Rowe Price

“Behind the Numbers Video Series”



Results

- A four-part episode series featured on a campaign website and promoted episodically via email, Linked In and Twitter.
- 20+ hours of usable footage for creating supplemental videos for future productions.
- A new tools set for sales and intermediaries with their clients.
- Videos being used at events and incorporated by other divisions in their marketing endeavors.
- Door opener to other marketers in the firm to explore storytelling and digital media.
- Won GOLD at Financial Communications Society Portfolio Awards.
- www.troweprice.com/behindthenumbers



www.thinkagainmedia.com



Digging Deeper: T. Rowe Price

Financial Advisor and Intermediary Sales Tools

“Practice Retirement”



Challenge

Provide sales tools that gives viewer “real” examples of people preparing for and dealing with retirement.

Constraints

- Remain true to the brand's conservative marketing approach
- Appeal to a select, yet varied group of high net worth individuals
- Create a door-opener for sales staff that conveys brand in a light-hearted, fresh approach
- Create videos that aligned with broader campaign created internally
- 6 week turn around from concept to distribution
- Budget

[Home](#) > [Advisor Resources](#) > [Education & Insights](#) > [Sales Support](#) > [Sales Campaigns](#) > Practice Retirement



PRACTICE RETIREMENTSM

Finding balance on the path to retirement.

| www.thinkagainmedia.com



Digging Deeper: T. Rowe Price

Financial Advisor and Intermediary Sales Tools

Results

- Practice Retirement Campaign
- 4 videos; each focused on an individual or married couple Baby Boomer, sharing fears, goals, insight on how they prepared for retirement
- Captured the light-hearted, emotional element while providing variety for broad audience appeal
- Completed on time and on-budget
- Showcased on the T. Rowe Price website and used by account executives in the field.
- www.troweprice.com/practiceretirement

PRACTICE RETIREMENTSM
Finding balance on the path to retirement.

Finding balance by pacing yourself

Jaime Maple

00:11 02:02

PLAY email share get code

Preparing beyond your portfolio Discovering life beyond work Easing into retirement Finding balance by pacing yourself

Resources

Visual summary

Financial trade-offs

Practice manual

View other [Sales Campaigns](#) for additional resources

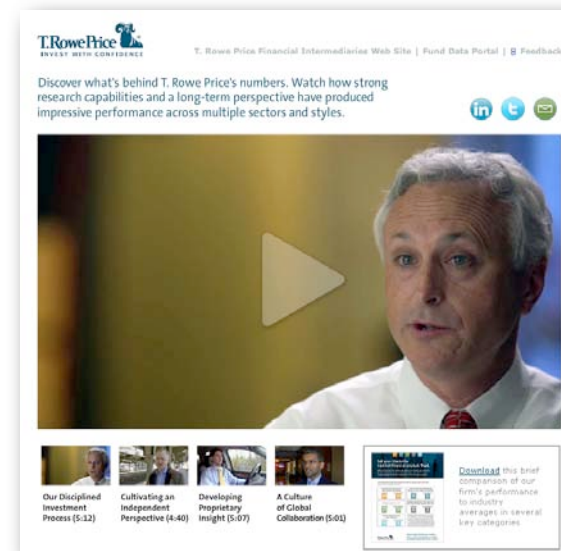


Testimonials

AU: "Parents are tearing up at the end of it – in a good way," said Teresa Flannery, Executive Director of University Communications and Marketing. As quoted in the Washington Post.



T. Rowe Price: "Our strongest points of differentiation were in abstract and intangible attributes such as culture and our investment process. Film was the only way to tell that story clearly and powerfully." Jean Dunn, T. Rowe Price, Assistant Vice President, Marketing Manager, Third Party Distribution.



T. Rowe Price:
Behind the Numbers: Winner of Gold at Financial Communications Society Annual Portfolio Awards; Best Single Web Page Communication



What's Your Story?

How are you communicating with your audience. Are your tools engaging, memorable, digital? We can help you create a platform for a number of initiatives:

- The Greater Good: Foundation & Digital Annual Reports - because nobody cries at the end of a power point!
- About Us : Vision Pieces for Corporate Culture & DNA
- Corporate Citizenship Initiatives
- Investor Relations Communications
- Internal Communications: instill pride, spread employee satisfaction, create brand ambassadors, connect global employees to the mission, vision and values of the company.
- Recruitment, Orientation & Fundraising: show your stories, don't just tell
- PR/Crisis Communication: redirect perceptions, combat image issues
- B2B/Sales: provide engaging video tools for sales, presentations, social media and client education



We can help

Think Again Media is a full service, digital cinema new media production company established in 2003. We are filmmakers who create corporate stories for marketing communication/PR campaigns that enhance your brand. With roots in commercials, advertising and online marketing, we believe great stories only have impact when they can be heard. Just as websites are much more than online brochures, online video is much more than a commercial on the web. Matching content to the format and medium is critical - as is integrating new media content with offline initiatives and campaigns. We understand that a concept must have multiple lives expressed in multiple ways appropriate to the viewer who interacts with it on a tablet, on a website, through social media, or on television. We create approaches that engage and involve the viewers appropriately and effectively to get their attention.



Let us help you find and tell your
story.

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