

DTC Interactive Agency of the Year



Agency:



Agency: Avenue A / Razorfish

DTC Team:

Brad Aronson, Executive Vice President

Jim Warner, Executive Vice President

Katy Thorbahn, Senior Vice President, General Manager

Brian Crooks, Vice President, Creative Director

John Avondolio, Vice President, Client Services

William Flaiz, Vice President, Design and Development

Debrianna Obara, Vice President, Media

Tina Daniels, Vice President, Group Director

Lisa Flaiz, Vice President, Group Director

Amy Saunders, Vice President, Group Director

the experience design group, to the relationship marketing team, and to our search engine marketing department. Together we provide a comprehensive digital solution that maximizes client results while seamlessly integrating with the offline efforts. All while making sure we have fun in the process.

We are in a space that has been changing quickly and will continue to evolve rapidly. We look forward to working closely with our clients to help them adapt and thrive in a changing marketplace. Together, we will invent the digital future.

Agency of the Year statement:

To excel at DTC advertising, agencies need exceptional clients and great team members. We are fortunate to have both.

We'd like to thank our clients for partnering with us to find the most effective solutions for reaching patients and consumers with the right messages about their brands. Our clients are dedicated, collaborative, hard working and fun – and we love to work with them.

We also thank our team members; without our talented staff's dedication to client results, we would not be receiving this award. Our cross-functional team allows us to leverage the diverse talents that are needed for a successful DTC campaign.

All disciplines within our agency participate in the planning, execution and measurement of our campaigns – from the strategists, to our customer insight group who manages quantitative and qualitative research as well tracking results, to the media planners and buyers, to our creative leaders in



Members of the Avenue A/Razorfish team are (from left) Brian Crooks, John Avondolio, Katy Thorbahn, William Flaiz, Debrianna Obara and Brad Aronson.