

## Liquid Agency Brand Marketing

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# Liquid Highlights



**Company Name:** Liquid Agency, Inc.

**Founded:** 2000

**Headquarters:** San Jose, CA.

**Principals:**

Scott Gardner, CEO and President  
Alfredo Muccino, Chief Creative Officer

**Staff:** Over 30 people, including brand strategists, creative professionals, web/digital experts, and senior program managers.

**Ranking:** The largest independent brand marketing firm in Silicon Valley.

**Clients:** Our client experience includes some of the most respected brands in technology, such as Adobe, Ask.com, Cisco, Covad, Hewlett-Packard, Logitech, LSI, Microsoft, Seagate, and Sony.

**Approach:** We believe that branding is an ongoing process that should address all brand touchpoints across the brand lifecycle, from brand launch to brand revitalization programs. Our focus is to create awareness, differentiation and preference for our clients' brands.

**Services:** Our comprehensive suite of services includes Brand Research, Brand Strategy, Brand Expression, Brand Experience and Brand Management services. The disciplines within our Brand Experience services include packaging, communications, advertising, direct marketing, merchandising, environments, events, promotions and interactive.

**Process:** The Liquid WorkFlow™, is a precise methodology that is applied to every assignment, ensuring that projects consistently meet objectives, budgets and schedules.

**Tools:** We have developed a set of web-based tools to facilitate collaboration with clients and vendors. These include the Liquid Extranet™, a collaborative digital workspace, and the Liquid FileCenter™, a secure file sharing site enabling the exchange of large files with vendors and clients worldwide.

**Awards:** Liquid's work has been recognized for creative excellence in major regional, national and international competitions. Liquid has received ADDYs from the San Jose Advertising Club, and awards from the Business Marketing Association, the Western Art Directors Club, the International Association for Business Communication, the POPAI Association for Marketing at Retail, and many others.

**Values:** The values that drive our behavior and our approach are: Confident Leadership, Refreshing Creativity, Maximum Efficiency, Better Experience