

Launching Success

Launching a new company or repositioning your current business for future growth provides an array of challenges—not the least of which is how to clearly communicate the value your product or service provides to your customers.

The nature of any launch or repositioning project is chaotic, with a multitude of details and objectives that must be coordinated into a cohesive plan that is thorough, consistent, and executed with precision.

To ensure the success of your project you need the unusual combination of proven launch expertise and marketing firepower provided by ThinkResults Marketing.

Launching Powerful Brands

We have helped dozens of Silicon Valley companies raise millions of dollars in additional revenue and funding. As a full-service marketing agency, we specialize in launches and repositioning projects, particularly for high tech and life science companies, that deliver significant and measurable results.

We believe that our combination of incisive strategy and solid implementation, with just the right dose of creativity, is the successful combination of elements necessary to launch powerful brands with explosive results. And our clients will tell you just that. Just ask them.

“A critical component to the successful unveiling of Hara was the work of ThinkResults. No matter how high Hara’s expectations, they exceeded. The traits that define ThinkResults: high quality, professionalism, and most of all creativity and passion. I would not recommend launching a business without the ThinkResults team.”

— Amit Chatterjee,
CEO and Founder,
Hara Software

The ThinkResults Difference

As a high-energy group of multi-talented marketing professionals, we are committed to getting the job done right—and on time. Your results truly define our success.

Measurable financial results

Our most recent launch, a software company, quadrupled their incoming leads in the first quarter following launch, partially due to the strong brand and online presence we developed. A biotech company raised \$35M shortly after our launch.

We’ve walked in your shoes

Our expertise stems from working in corporate business environments as business leaders, VPs and directors with multi-million dollar budgets. We understand the pressure you’re under—and we know how to ease it.

Scientific leadership

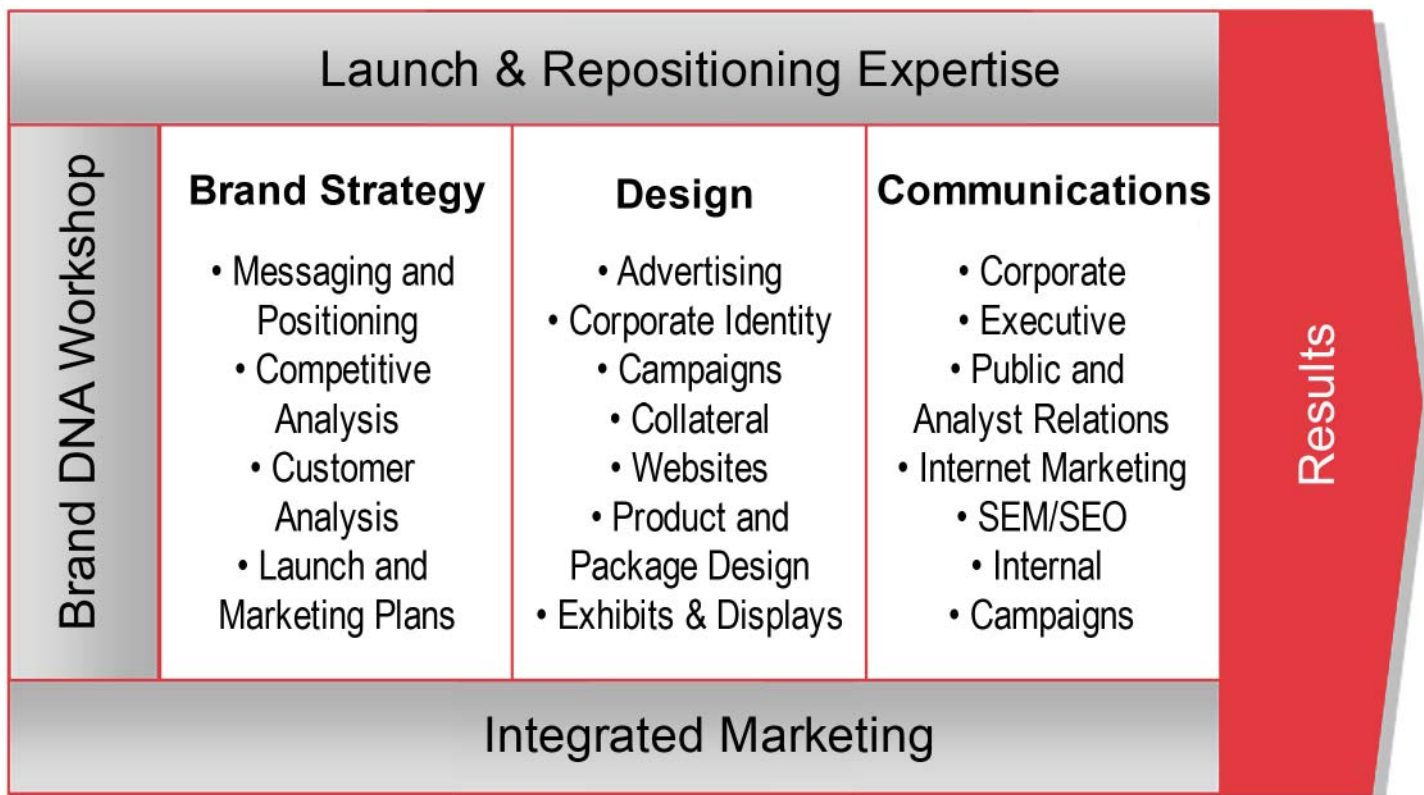
We’re led by a launch marketing expert and scientist, who takes an analytical view of all marketing investments—Jennifer LeBlanc holds a Masters degree in biology and spent years working as a researcher before finding her passion in marketing.

The ThinkResults team consists of experienced, talented, and driven marketing professionals with expertise in advertising, branding, corporate identity, copywriting, graphic design, SEM/SEO, positioning, public and analyst relations, and website design. We attack the challenges of the launch and repositioning process with excitement, critical analysis, and cutting edge thinking to deliver powerful results. We’re “tech heads” with a creative side.

Strategy. Implementation. Results.

Our process starts with our CEO and founder, Jennifer LeBlanc, working directly with your CEO and other major decision makers in your company to define your corporate story. We do this through the ThinkResults Brand DNA process where we ask, “Where are you trying to go both now and in the future? What story do you want to tell? To whom? What makes you unique compared to your competitors?”

Once we help you formulate your answers and develop your Brand DNA Blueprint, our team works closely with yours to develop a comprehensive launch and marketing plan designed to catalyze your success and bring you the results we’ve identified. We’ll create a strong foundation designed to launch you quickly and successfully—and to sustain that brand power over time.



Our Clients

Many of the top brands in Silicon Valley and across the globe turn to ThinkResults when their results matter. Shouldn't you?

Representative clients include:

Auspex Pharmaceuticals
 BiPar Sciences (acquired by sanofi-aventis)
 Cape Clear (acquired by Workday)
 Discovery Channel Online
 Hara Software
 HP
 Hyperion (acquired by Oracle)
 Intel
 Lazarex Cancer Foundation
 Logitech
 Nektar Therapeutics
 Pacific BioDevelopment
 Pleiades Cardio-Therapeutics
 Polycom
 Raptor Pharmaceuticals
 SAP
 Silicon Valley Brand Forum
 Tiburon Software
 Wardrobe for Opportunity

About ThinkResults Marketing

ThinkResults Marketing is a full-service marketing agency specializing in launches and repositioning projects. We have helped dozens of Silicon Valley and global clients raise millions of dollars in additional revenue and funding. We launch powerful brands that deliver long-term financial results by focusing on your metrics, passionate customer service and leveraging our strong technology backgrounds.

Contact Us

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