

LISS Interactive



a boutique digital creative agency

We cater to marketing agencies, distinguished mid markets, and hungry start-ups with their eyes on the prize.

Fueled by a core staff of creative professionals, marketing strategists and application developers, LISS offers full-service digital solutions. We can pick up your marketing campaigns mid project or partner with you from concept to distribution.



Our Brands

From F100 brands to the folks who want to market like them, LISS understands the essentials of creating engaging online experiences. This extends from your corporate portal to the social media marketing that brings people there.

While translating complex corporate identities for the digital space isn't easy, LISS has the experience, talent, and agility to create powerful turnkey solutions for all the brands we service—both on and off line.

1 | Listen

You talk. We listen.
A relationship is born.

2 | Strategize

Digital strategy
Content strategy
Acquisition strategy
Creative planning
Research & Analysis

3 | Create

Brand/Product sites
Microsites
Mobile Apps
Ecommerce
CRM



4 | Distribute

Display Advertising
Email Marketing
Social Media
Mobile Apps
Search/PPC
Print

5 | Measure

Campaign Tracking
Analytics
A/B testing
Usability Testing

6 | Rejoice

Your Success. Our Success.
Same Difference.

Our Process

With experience on both the agency and brand side of the business, we help good ideas proliferate from a blank canvas to your public fan page.

With so many new channels available, your purpose can often get diluted. At LISS we never lose site of your end game. We understand that it's the ideas that form the applications, not the other way around.



TOVIAZ
ACCELER8



Pfizer Toviaz Contest

When Pfizer launched its new drug Toviaz, they chose LISS to develop a high impact 3D animation and email campaign to incentivize their current sales force. As the formula one racer reaches the finish line, so do current sales leaders.



COLOR

Made *S*imple

Van Son Holland Ink

The "Color Made Simple" marketing campaign represents a consistent brand experience across multiple platforms for one of the world's largest ink manufacturers.



Genentech

Genentech Transplant Access Services is designed to connect patients to coverage and reimbursement services and assistance programs. One simple portal by LISS makes it easier for millions of transplant recipients to obtain the medications they need.

Ed Hardy[®]
By Christian Audigier



Ed Hardy Vitamin Water

To facilitate Ed Hardy's new vitamin water product launch, marketing executives used LISS to create a highly attractive product design that would appeal to Ed Hardy's youthful and rebellious demographic.

DELIMEX
DELICIOUS MEXICAN

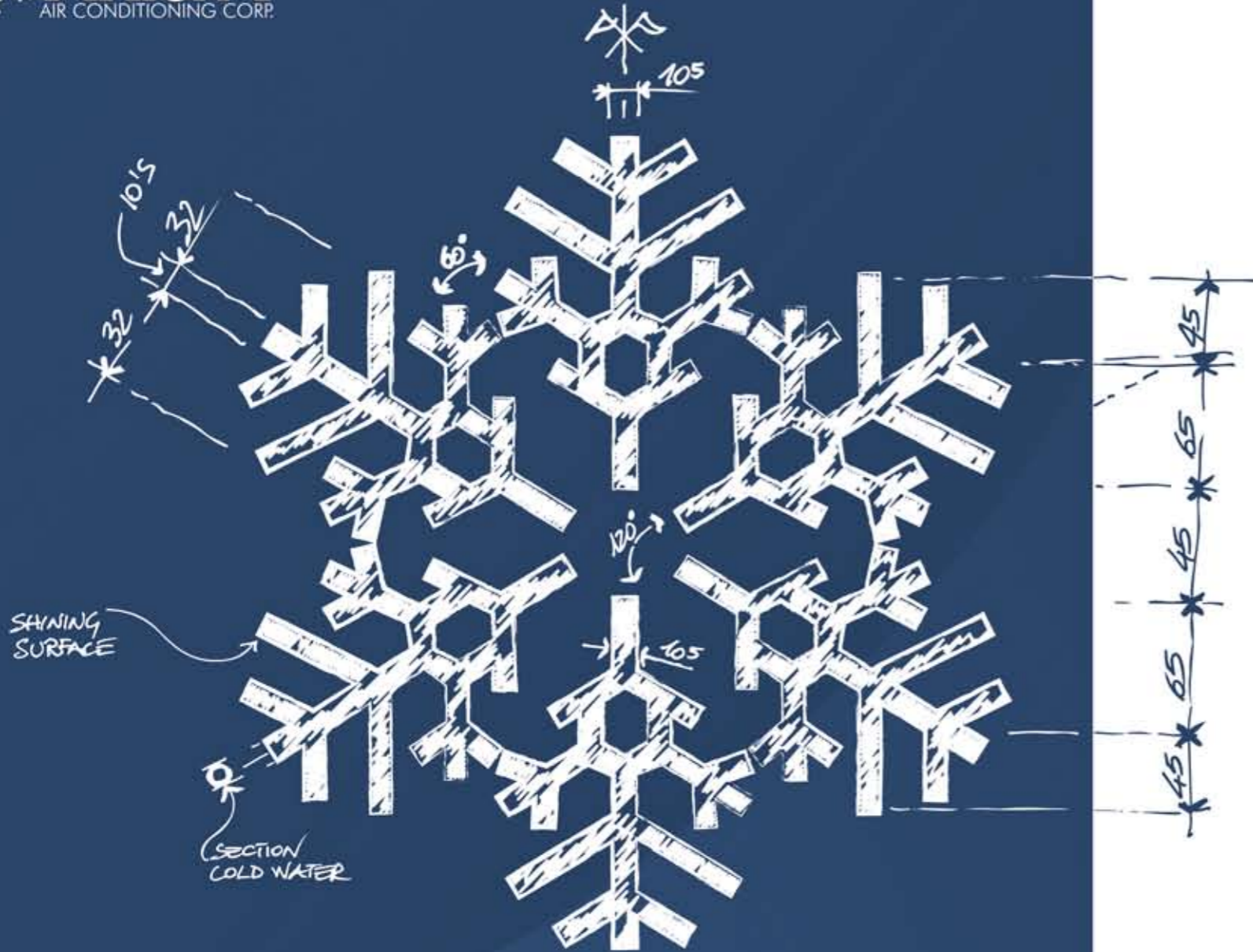
Heinz



**Great Mexican.
No drive-thru required.**

Delimex Microsite

A social media experiment direct from Heinz, the Delimex project delivered all of the spice to make this Mexican treat palatable to its intended youth segments.



Arista Air Conditioning

A New-York area staple for 60 years, Arista required a modern makeover without losing touch with its roots. With themes carrying over from web, to vehicle wrap design, to our newest digital marketing campaign, reimagining the Arista snowflake took gentle care.

