

## FACT SHEET

### WHO WE ARE

Maddock Douglas (MD) is an innovation agency that has worked with more than 25 percent of the Fortune 100® to invent, brand and launch industry-changing products, services and business models.

- Many of our clients are looking to help determine and lead “the future of” their industry, in which case MD will find significant unmet needs (white space), brainstorm new products, new services or new business models to meet these needs, then brand and launch the best ones.
- In other cases, clients may have a specific idea, but they want to make sure it is vetted and launched effectively.

MD employs a proven, rigorous innovation process that leans heavily on the infusion of outside experts from our Global Expert Network<sup>SM</sup>. Experts are infused in virtually every aspect of the innovation process to help uncover new insights, create big ideas and share how they have solved similar challenges in parallel industries. All of this moves more compelling ideas from mind to market more efficiently.

### WHAT WE DO

A typical engagement has three key pieces:

- 1) Finding the need and developing clear insights. It involves doing all the “homework” required to identify the largest areas of opportunity.
- 2) Generating and testing ideas to meet those needs. This results in a robust pipeline of new products, services and/or business models that are tested, prioritized and then serve as the cornerstone for a recommended strategy.
- 3) Monetizing the chosen ideas. This means effectively communicating them to the market in order to generate significant revenues and profits.

These three steps are designed to drive ideas from mind to market, producing substantial new revenues and profits for our clients.

### ACCOMPLISHMENTS

MD’s team is made up of a highly talented and experienced group of innovators, strategists, analysts and creatives with experience in a variety of industries. Insurance and financial services represents an area of focus for the firm. MD’s team has deep experience in a variety of markets, including both B2B and B2C, and has worked on a variety of initiatives focused on small- to mid-sized businesses with brands such as AT&T, Wachovia, Mastercard, Hess, Guardian and American Express. We also work with industry associations such as the National Association of REALTORS® and the Million Dollar Round Table (MDRT).

Maddock Douglas recently published the book *Brand New: Solving the Innovation Paradox*, rated five stars on Amazon, and is set to publish its sister book, *Free the Idea Monkey...to focus on what matters most!* in January of 2012.

Maddock Douglas’ services are not intended to be a substitute for management consulting but rather a key component to a well-designed, market-driven strategy. While not a fit for every situation, the process is best suited for companies that are looking to solve for bigger market opportunities where an effective solution has not yet been found.

### KEY CONTACTS

#### Request a Consultation

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#### Global Expert Network Inquiries

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### CLIENTS

Our clients share one thing in common: They are driven by innovation. We work with start-ups to Fortune 100s.

Our expertise has helped a wide variety of industries, including consumer goods, entertainment, financial services, food service, health care, sustainability, technology and more.

ACCO Brands  
Alberto-Culver  
Allstate  
Bank of America  
Bankers Financial Corporation  
Blue Cross Blue Shield  
BP  
Cargill  
Case New Holland  
Chicago White Sox  
Chiquita  
Edy’s/Dreyer’s  
ESPN  
Exxon Mobil  
Fromm International  
Gatorade  
GE Healthcare  
Gold Eagle  
Grainger  
Guardian Life Insurance  
Häagen-Dazs  
HBO  
Hess  
Hill’s Pet Nutrition  
Jarden  
Jel-Sert  
Johnson & Johnson  
Kellogg Company  
Kraft  
Kronos Products  
LG Electronics  
Liquid Paper  
MasterCard  
McDonald’s  
Million Dollar Round Table  
National Association of REALTORS®  
Nestlé  
Nestlé Purina  
P&G  
Pabst Brewing Company  
Pfizer  
Philips Oral Care  
Prudential Financial Services  
Revell  
Saks Fifth Avenue  
Sanford  
SC Johnson  
Sears  
Serta  
Sherwin-Williams  
Shure Incorporated  
Solo Cup Company  
Sterling Partners  
Sterno  
The Hartford  
Verizon  
Wachovia  
Walmart  
Wise Foods  
Wrigley

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