



Maddock Douglas
For Companies Driven By Innovation® services

FACT SHEET

OUR MISSION

We exist to help our clients bring industry-changing products, services and business models from mind to market.

WHAT WE DO

For companies driven by innovation, we help create significant new revenue in three ways:

- We find the biggest needs.** We identify important unmet customer needs that you can readily fill with a new product, service or business model.
Benefit: You focus only on ideas with significant revenue potential.
- We invent the solution.** Together with our network of global thought leaders, we create new products, services and business models that your customers will readily accept from your company or brand.
Benefit: A robust, prioritized innovation pipeline.
- We monetize the idea.** Using the insights we have discovered together, we create the total solution (strategy/brand/tactics/launch) that ensures in-market success.
Result: Substantial new revenues and profits.

These three capabilities are designed to drive ideas from mind to market.

ACCOMPLISHMENTS

Since 1991, we've been involved with hundreds of successful innovation initiatives. Our client list includes 20% of the top 100 global brands*. We've won awards that span every critical aspect of new product development. Most importantly, in the past two years, we've helped deliver more than \$2 billion in incremental revenues to our clients.

*From BusinessWeek's list of top 100 brands

OUR COMPANY

Maddock Douglas is an **Agency of Innovation®** services company. The firm consists of approximately 75 professionals, whose experiences range from business and marketing strategy, to research analysis, to creative development to technical actualization. We are catalysts and composers who work directly with more than 6,000 leading experts from around the world to bring life-changing products to market—often unconventionally and always with maximum momentum.

3-2-1Launch!® services is our proprietary mind-to-market innovation process. It is rigorous, proven and has been refined over nearly two decades.

KEY CONTACTS

New Business 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, financial services, healthcare, technology and more.

ACCO Brands
Alberto-Culver
Allstate
Bank of America
Build-A-Bear Workshop
Case New Holland
Crain's Chicago Business
De La Rue Cash Systems
Edy's/Dreyer's
ESPN
Exxon Mobil
Fromm International
Gatorade
Gold Eagle
Grainger
Guardian Life Insurance
Häagen-Dazs
HBO
Hess
Hill's Pet Nutrition
Jarden
Jel-Sert
Kellogg Company
Kernel Season's
Kronos Products
LG Electronics
Liquid Paper
MasterCard
McDonald's
National Association of REALTORS®
Nestlé
Nestlé Purina
P&G
Pabst Brewing Company
Pfizer
Philips Oral Care
Prudential Financial Services
Revell
Saks
Sanford
SC Johnson
Sears
Serta
Sherwin-Williams
Shure Incorporated
Solo Cup Company
Sterno
Verizon
Wachovia
Wise Foods

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