

# TARGETCOM

the art & science of response

TargetCom is an integrated marketing agency that practices the art and science of generating, executing and measuring great ideas for clients who are serious about growth.

Founded in 1988, TargetCom is an integrated marketing agency that's part of the MDC Partners network, a best-in-class portfolio of entrepreneurial marketing companies. We've won numerous awards, generated billions of dollars in revenue for clients, and made many friends over the years. But our success can be traced to this simple trio of ideas that feed off of one another: great people, great clients, great work.

Our overriding goal is to deliver the most relevant message—as efficiently as possible—every time. It's like a set of golf clubs: what club you use depends on the situation (and it usually takes a combination of clubs to get to the hole). It should never be just a brand play. Or only about results. Instead, we believe in a hybrid approach that marries the intangibles of brand imagery with measurable results to drive successful campaigns.

**Parent Company:** MDC

**Year Founded:** 1988

**Number of Employees:** 30

**Agency Type:** Full-service integrated marketing agency

**Capabilities:** Strategic planning and implementation across direct mail, print, television, radio and interactive with back-end analysis throughout

**Client Experience:** U.S. Cellular, TrueCredit, Chicago Tribune, Sears, Washington Mutual, Harley-Davidson, Chase, Audi, Circuit City, Cancer Treatment Centers of America

**Direct Contact:** Nora Ligurotis, President