



**AD***infinitum*

Your Branding Partner



Our mission is to build our client's brands and services in an atmosphere that delivers creative thinking, sound strategies and service excellence.





ADinfinitem is the link between your brand and your customer base. We are the gatekeepers of your mission and the storytellers of your message.

**ADinfinitem** - A Creative Think Tank  
Where Ideas Incubate





**ADinfinitem** - A Marketing Machine  
Where Campaigns Come to Life

We nurture your brand and keep it true to its roots while communicating its attributes to influence the diverse consumer and business universe





ADinfinitem works as a multi-media, fully integrated marketing partner, which means we tailor your brand campaign to fit – individual and custom made. No cookie cutters, no boxes, no one-size fits all.



ADinfinitem's expertise means that you can confidently place your brand in the capable hands of intelligent individuals who voice their opinions and work as a cohesive team, collectively delivering:

- Branding
- Creative Services
- Marketing Initiatives
- Public Relations
- Communications
- Web Development
- Social Networking
- Media

At ADinfinitem, we don't pigeon-hole our clients or ourselves. We thrive on being as colorful and diverse as the clients we represent and the services we provide.





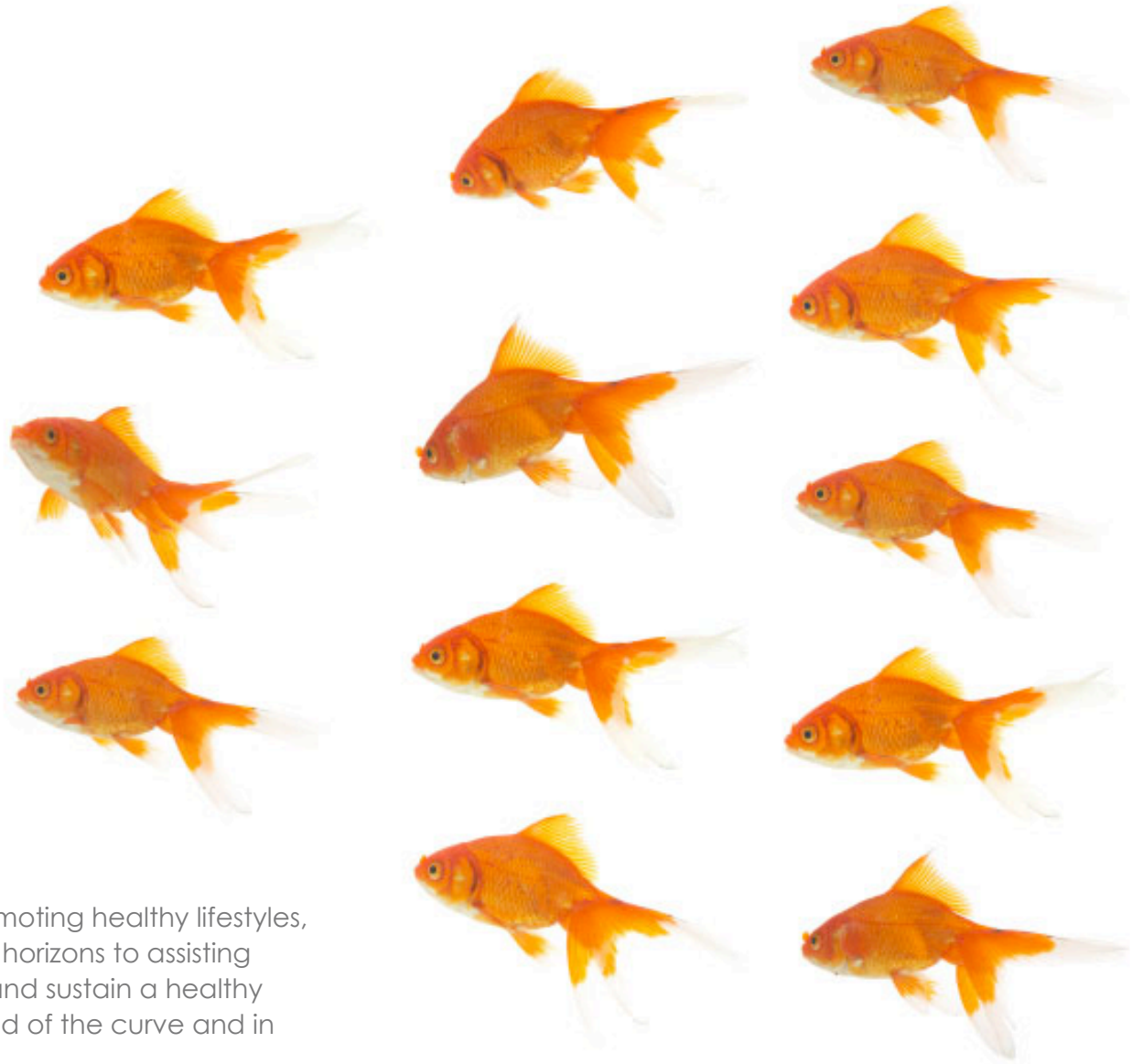
We are constantly evolving. The universe of marketing options is continually expanding and we adapt our client's strategies to maximize brand-building and sales potential in this new world of instant communications.



We began in natural health in 1992 while it was still a small niche industry. We helped the industry fight the threat from FDA with pro bono campaigns for fundraising and consumer letter writing. This galvanizing of the natural product industry eventually led to the passing of DSHEA.

From the beginning ADinfinitem  
was delivering big ideas for  
companies small and large.





Always true to our origins of promoting healthy lifestyles, we have expanded our natural horizons to assisting brands and services that build and sustain a healthy planet. We are constantly ahead of the curve and in front of the trends.

While always open to new experiences and challenges, our core competencies lie in the areas of:

- Women
- Health
- Kids
- Food / Beverage
- Beauty
- Sustainability
- Advocacy



Women are the gatekeepers. Brands looking to connect with women – from moms to baby boomers - have to speak their language. ADinfinitem can talk the talk.



Health concerns concern all adults. Young and old, male and female, everyone wants to feel good and live a long productive life. ADinfinitem has experience with a multitude of health products in diverse categories.



Kids have a huge influence on family spending. They have their own opinions and can be initiators of change – underestimate them at your peril. Our moms collective delivers candid opinions and our forum of kids experts offer experienced guidance and expertise.





Food and beverage, from functional food, healthy food, organic food, real food to raw food – its a category we love. From start up brands to category leaders, branded ingredients to retail brands, it feeds our passion.

Beauty is multi-dimensional, both inside and out.  
The beauty market is one where how the product  
looks is as important as how it functions. It's selling  
the promise.





Sustainability may be the latest buzz, but consumers are confused and skeptical. Companies and their brands need to be authentic and transparent. We help make it real for companies that are the real deal.




Advocacy is where we walk the walk. As individuals or collectively we support and give voice to many issues and concerns that touch us.



At ADinfinitem we strive to be initiators of change for the agency, our clients and ourselves.

We don't always take the conventional approach. But we do our homework and our recommendations always come from a place of research, knowledge, experience and the desire to push the envelope to influence your customer.



A close-up photograph of two elephants' faces, positioned on the left and right sides of the frame. They are facing each other, with their eyes and trunks visible. The skin is dark grey and heavily wrinkled. The background is a soft, out-of-focus light brown color.

At ADinfinitem size doesn't matter,  
but results do. We look to become  
branding partners so it's more  
about what we share in common  
than the size of your company or  
your budget.



**ADinfinitem**

Your Branding Partner on the Road to Success

**AD**  
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## In Touch

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...Creating a buzz before there's a murmur.