



serious innovation,  
no exceptions.

*At Springbox, we deliver  
results that always  
exceed expectations.  
Find out how we do it.*

Springbox is a full-service interactive marketing agency with offices in Austin and Los Angeles. We produce best-in-class digital solutions for clients of all sizes, from Fortune 500 companies to innovative startups.

# focus up

Springbox co-founders Adam Moore and Dan Isaacs are seasoned interactive marketing pros with proven track records. For these two friends, pushing the envelope isn't an option — it's reflex.

In 2004, Dan and Adam started Springbox with a single goal in mind: Create a best-in-class agency capable of handling any marketing project with zeroes and ones in it. Together, they began working to redefine the online experience.

Enter Springbox.

# look sharp

Today, Springbox boasts a crew of rock-solid creative professionals, along with a client portfolio of Fortune 500 giants. We're also a wholly owned subsidiary of Enliven, a forerunner in internet marketing technology.

# full service

We don't want your audience to simply notice your brand — we want them to experience it. Our approach balances strategy and execution in equal measure. The result? Your target audience sets its sights on your brand. Call it reflex.

Our services include:

- **Websites and Microsites**
- **3D, CGI & Photography**
- **Online Demand Gen**
- **Research and Analytics**

# location, location

We're easy to find, and with full-service shops in LA and our hometown of Austin, our teams are always within reach. Step inside and check us out. You'll find teams feed-browsing, brainstorming and breaking new ground.

# natural selection

Our clients are more than just business associates — they inspire us.

Take a look at our roster. You'll see why.



# netfits

## Challenge

Callaway Golf Interactive wanted an online platform that could redefine the way a driver is customized. The Springbox solution was Netfits — an online driver-fitting tool.

## Solution

- Created a Flash-based, stand-alone website that offers a vibrant, interactive experience for online club fitting
- Developed an easy-to-use interface that guides users through questions about their current game, such as shot height, shot shape and more
- Integrated a back-end recommendation engine that generates results for the online shopper

## Results

- A sleek design, intuitive user interface and extensive recommendation engine culminates in a dynamic e-commerce tool that sets CGI apart from the competition
- Golfers around the world can get an online recommendation for their ideal club to maximize their distance, accuracy and shot control
- Users also can examine their current shot results through a rich-media simulation of their ball flight



# lollapalooza

## Challenge

Lollapalooza was looking for an outside-the-box idea for their website that would bring new attention to the festival. Springbox created an interactive community-based website that extended the Lollapalooza experience beyond the festival.

## Solution

- Created a Flash-based website utilizing Web 2.0 technologies that captured the energy and brand of Lollapalooza
- Enabled site visitors to interact within a forum, participate in contests, create custom festival schedules
- Created a modular site that could easily be updated to maintain fresh content

## Results

- Received People's Voice Award in the Events category for the 11th Annual Webby Awards (more than 400,000 people voted for the site)
- Won Gold ADDY Award in the 2007 Austin Addy Awards for Interactive Media
- Exceeded expectations by providing out-of-box thinking — “LollaVerse” concept allowed the content on the site to expand beyond the typical boundaries of a website
- Site visitors increased more than 50% after the redesign



# dell lounge

## Challenge

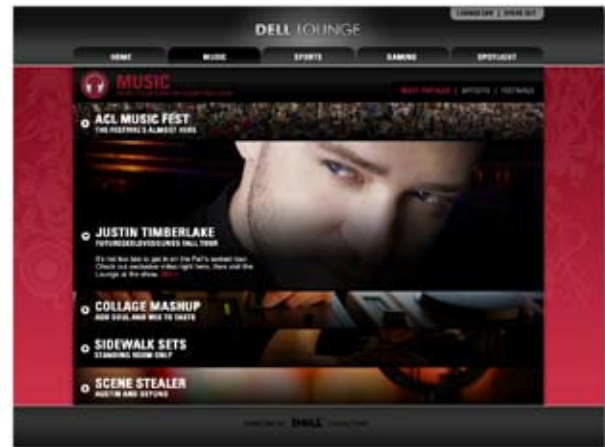
Dell sought new ways to extend its brand and fully engage with younger consumers by closely aligning their technology with the world of cutting-edge entertainment. To meet these needs, Springbox established the Dell Lounge.

## Solution

- Created the Dell Lounge as a destination site, showcasing exclusive entertainment content
- Promoted Dell as a lifestyle brand, not just a technology brand

## Results

- Developed synergistic relationships with leading entertainment partners such as *Paste Magazine*
- Created digital assets designed to help produce a recognizable offline presence featured at such events as CES, Sundance Film Festival, ACL Music Festival and SXSW Interactive, Film and Music Festival
- Successfully engaged users with premium content, generating impressive email opt-in percentages in return





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