

Think Tank 3: EXPERIENCE + OVERVIEW

Think Tank 3 is a transdisciplinary creative shop founded by Sharoz Makarechi, a creative director in the advertising and design industry with a history of defining and building recognizable and beloved brands. Her shop has taken on projects from clients both large and small and she nurtures teams who have proven to be an invaluable resource to clients for naming, positioning, visual + creative + media strategy, brand narrative, overall branding, video portraits, short films, design development, and advertising messages that resonate with just the right people at just the right time.

ACCOUNT + BRAND EXPERIENCE

Sharoz and the teams she brings together to suit each client's needs have helped build and grow a range of national and international brands as professionals working at advertising agencies, and/or working directly with clients. Companies and organizations who have trusted us with their brands and creative strategy include: Pepsi, Visa, Volvo, HaagenDazs, Absolut, VH1, Hershey, Irish Tourism, JCDecaux Media, Patron, Three Olives, Johnson + Johnson, Michelin, Alliance Capital Mutual Funds, Carnegie Hall, Chubb Insurance, Citystreets, Mxyplyzyk, New York State Lottery, TiVo, Alexander S. Onassis Foundation, JBFCS' Institute for Infants, Children and Families, USA Network's Eco Challenge, ESPN, Comedy Central, Riverkeeper, AINA (international NGO), The Coca Cola Company, PRG, and Theraplant.

ADVERTISING AGENCY EXPERIENCE

Before founding Think Tank 3, our founder and creative director, Sharoz worked on staff at BBDO, DDB, TBWA Chiat/Day. She has also freelanced on special projects for DeVito/Verdi, EuroRSCG, BBDO Atmosphere, and JWT among others.

IN THE PRESS + EARNED MEDIA

Our strategic approach to developing campaigns has led to a significant and consistent amount of earned media for our clients and their brands. Work that Think Tank 3 created for Riverkeeper was mentioned on A1 (front page) of the New York Times. The New York Times also featured one of our clients MXYPLYZYK on several occasions in the HOME and STYLE sections. As did New York Magazine, The NY Sun, The Daily News, and InStyle magazine. Other media mentions for various clients and projects have appeared in: Advertising Week, Advertising Age, MSN, CNN, Communication Arts, New York Press, Village Voice, Daily News, New York Observer, The Wall Street Journal, The NY Sun, Fortune and The New Yorker magazine.

A FEW WORDS FROM A FEW CLIENTS:

Think Tank 3 are highly creative and original thinkers who use the passion of their convictions to connect their clients to the target audience. They're also lovely people to work with. I'd hire them again without a second thought. **Alex Matthiessen, Executive Director of Riverkeeper**

Before we selected them, our scrupulous committee looked at a dozen or more firms, six of them very closely. TT3 won easily and, in retrospect, I'm so happy with the choice. They created a lucid, intelligent and beautiful visual identity and campaign that all feel befits, even elevates them. Such work will crystallize the public's understanding of any organization's mission.

Dr. Rebecca Shahmoon Shanok, Director of Institute for Infants, Children and Families/JBFCS

Our website created our brand and it is not only beautiful and uniquely "us" it was also profitable within the first month and sales have increased progressively every month, even in a very challenging economy for retailers. **Kevin Terpstra, Owner of MXYPLYZYK**

TO DISCUSS A PROJECT, PLEASE CONTACT Sharoz Makarechi | sharoz@thinktank3.com | 646.325.4529