

Flashlight Interactive

Company Profile

Flashlight Interactive, a division of the award-winning medical-marketing agency Flashpoint Medica, is a digital agency offering an unrivaled level of quality and marketing accountability.

Our proprietary process starts with assessing the target audience. We tap into what customers are saying about your brand.

We deploy the right mix of proven tactics to capture attention across multiple channels. From high-performance websites and compelling rich-media presentations to interactive games and mobile applications, our team creates an approach that moves your market. We build a plan to efficiently maximize a brand's online exposure to its target market through search, display, viral and social media.

We evaluate results against clear success measures and scrutinize every aspect of each project, looking for ways to improve performance. We challenge ourselves—and you—to constantly refine our work. Flashlight is about more than good digital ideas. We are about good digital business.

Services and Offerings

Audience Generation:

- Buzz Analysis
- SEO/SEM Strategy
- Email Blast Campaigns

Social Media:

- Sermo
- Facebook
- Twitter

Web Presence:

- Site Development
- Webcasts
- Interactive Case Studies
- Mobile Applications
- Games

Reporting and Analytics:

- CRM Programs

Video:

- Training Videos
- 2D and 3D Animations
- Patient Case Studies

FASTFACTS



Address: 158 West 29th Street,
New York, NY 10001

New Business Contact: Kristen Goelz, VP, Interactive Media

Phone: 212-894-9750

Fax: 917-472-2277

Website: www.FlashlightInteractive.com

Year Founded: 2008

Holding Company: Omnicom

Awards: 7 Rx Club awards and 2 In-Awe awards. Please visit our website for a complete list.

Sample Clients: Genentech, Endo Pharmaceuticals, Johnson and Johnson, Pfizer, Ipsen, Sanofi-Aventis

Specialty Programs:

- Doctor Patient Encounter Programs
- Thought Leader Connectivity Programs
- Interactive Sales Training Initiatives
- Online Poster Exchange Sessions
- Digital Panel Kiosks

Case Study

Task: Rebuild the brand website for Supprelin LA in order to provide more relevant information for all target audiences, to increase site traffic and to create a more user-friendly and intuitive site.

Flashlight created a new brand site that involved a comprehensive SEO and SEM campaign, bringing the site to the top of search rankings for branded terms and relevant key words. The brand has four target audiences. A section of the site was created for each, allowing the brand to communicate targeted messages, create audience-tailored videos, and improve the experience for users. There were other online and off-line traffic-driving initiatives as well, such as professional and consumer banner ads, USB programs tailored to each audience, interactive panels for conventions and email blasts.

In the first month after the launch of www.SupprelinLA.com, traffic increased by 238% and average time spent on the site increased by 30%.