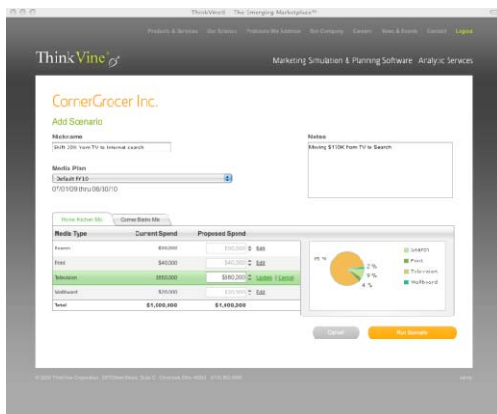


The Emerging Marketplace™

Marketing Simulation & Planning Software

ThinkVine 

The Emerging Marketplace™ is the first marketing simulation & planning software built for marketers that helps businesses **identify & maintain** the right balance of Marketing, Media Mix and Advertising across both traditional & non-traditional channels.



Iterative Marketing Planning

Run a limitless number of “what if” scenarios that test different mixes of marketing & advertising on your consumers. Actionable output is presented in just days and always stays current with your marketplace.



Collective Marketing Impact

Identify the most relevant cross marketing impacts, wasted spends and the likely collective impact of each scenario on sales. Compare each scenario side-by-side with your current marketing plan or other scenarios to make sure you “get it right.”

Our Product

The Emerging Marketplace™ simulates the interactions between different mixes of marketing and consumers in a virtual environment that mirrors the “real world.” Built on an agent-based modeling (ABM) framework, The Emerging Marketplace™ lets marketers run “what if” scenarios and turn marketing & media planning into an iterative exercise versus a “one shot” approach.

Our Science

The Emerging Marketplace™ is rooted in complexity science and the study of complex adaptive systems. Over the past 8 years, we have integrated this science with consumer behavior theory and developed a powerful marketing platform.

Our Company

ThinkVine helps some of the world’s most respected companies better align marketing & advertising with consumer behavior. Our technology & services are currently deployed in consumer packaged goods (CPG), food & beverage, pharmaceutical, technology and other markets.

Named a 2009 Consumer Goods “Cool Vendor”

Gartner

Contact Information

ThinkVine Corporation
9370 Main St. Suite C
Cincinnati, OH 45242

513-842-5900 (main)
513-842-5905 (fax)
<http://www.thinkvine.com>

	Media Mix Model	Live Test	Emerging Marketplace™
Presents Results in Days, Not Months	✗	✗	✓
Facilitates Unlimited “what if” Scenarios	✗	✗	✓
Reveals Entire Impact, Including Word-of-Mouth	✗	✓	✓
Captures Emerging Consumer Behavior	✗	✓	✓
Adapts to Changes in the Marketplace as they Occur	✗	✗	✓
Research & Planning is Kept Private	✓	✗	✓