

Mad 4 Agency Overview

Clients don't just buy advertising, direct mail, sales promotion materials or interactive initiatives from us. They buy solutions to their very real brand, sales and marketing challenges. In order for us to provide solutions that actually work, we must:

Think Like Your Customer

Think Creatively

Think Strategically

Think Results

For more than two decades Mad 4 Marketing has delivered the results our clients were seeking with an ever-present sensitivity to achieving maximum Return on Investment.

Mad 4 Marketing:	Independently Owned
Origin:	Christine Madsen founded in 1992
Size:	Team of 12 full- and flex-time professionals with 120+ years of marketing and advertising experience
Awards/Recognition:	Recognized as one of the Top 20 Advertising Agencies for 2014 by <i>South Florida Business Journal</i> 47 American Advertising Federation (ADDY®) Awards Axiem and Aurora Award winners for video 2013 Top 50 Woman-Led Business Award Winner from The Commonwealth Institute Good To Great Award winner presented by the Greater Miami, Fort Lauderdale and Boca Raton Chambers of Commerce Contributing author of popular book: <i>Ad Agency Owners: Our Best Marketing Advice</i> Recognized as one of the Top 25 Women Owned Businesses for 2014 by <i>South Florida Business Journal</i>
Services:	Strategic marketing plan development, research, media planning and buying, account planning, branding, creative design and copywriting, interactive marketing (SEO, social media, website design & development, PPC, etc.), production, and public relations
Industries Served:	Retail, luxury goods, educational, financial, healthcare, banking, automotive, real estate, hospitality, B2B and B2C
Affiliations:	Agency Management Institute, a nationwide affiliation with over 100 independent agencies American Advertising Federation of Greater Fort Lauderdale American Marketing Association Florida Direct Marketing Association South Florida Interactive Marketing Association Greater Fort Lauderdale Chamber of Commerce Greater Pompano Beach Chamber of Commerce Tower Forum
Agency Mascot:	Star, our five-year-old Cavalier King Charles Spaniel
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