



iphiGenia

Design Award

MINDSHARE DENMARK Company Profile

MINDSHARE DENMARK was founded in 1999 by Martin Rasmussen and is part of the global Mindshare network.

Mindshare is the perpetual start-up. It's the way we think and act in order to successfully drive our clients' business. Only those who react fast and provide answers quickly are able to shape the market and gain competitive advantage.

Mindshare Denmark has developed into an integrated agency that covers most of an international marketer's requirements: media buying, search, programmatic and social partnerships, creative and content production, research and analytics. We bring together the best talent from across all relevant discipline teams. We believe there is an invaluable alchemy that arises when people with different skill sets and perspectives collaborate: right brain and left brain, mad men and meta women, TV planners and social community managers, creative art directors and paid search bidders, researchers and technologists.

We continuously challenge the value and relevance of ideas, strategies, tactics and solutions from the past, encouraging people to question the status quo, and we develop new and radical solutions that set our clients apart from and ahead of the competition.

www.mindshareworld.com/denmark/

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