



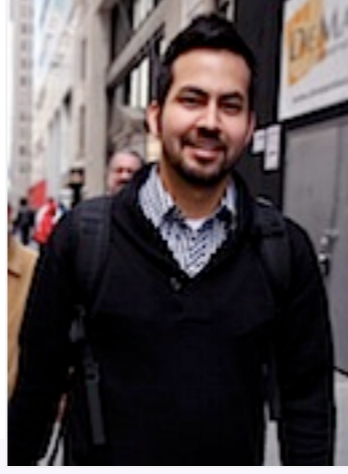
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JULY 30, 2008

## Marktd Talks To Eric Green Of Grow Interactive

by [Guy Brighton](#)

Grow Interactive is a smart out-of-town agency that can punch above its weight. But while it likes to take on as many national clients as local, it still likes to ensure that the team work on enough socially conscious projects too. We talked to Eric Green about what's been going on in the agency.

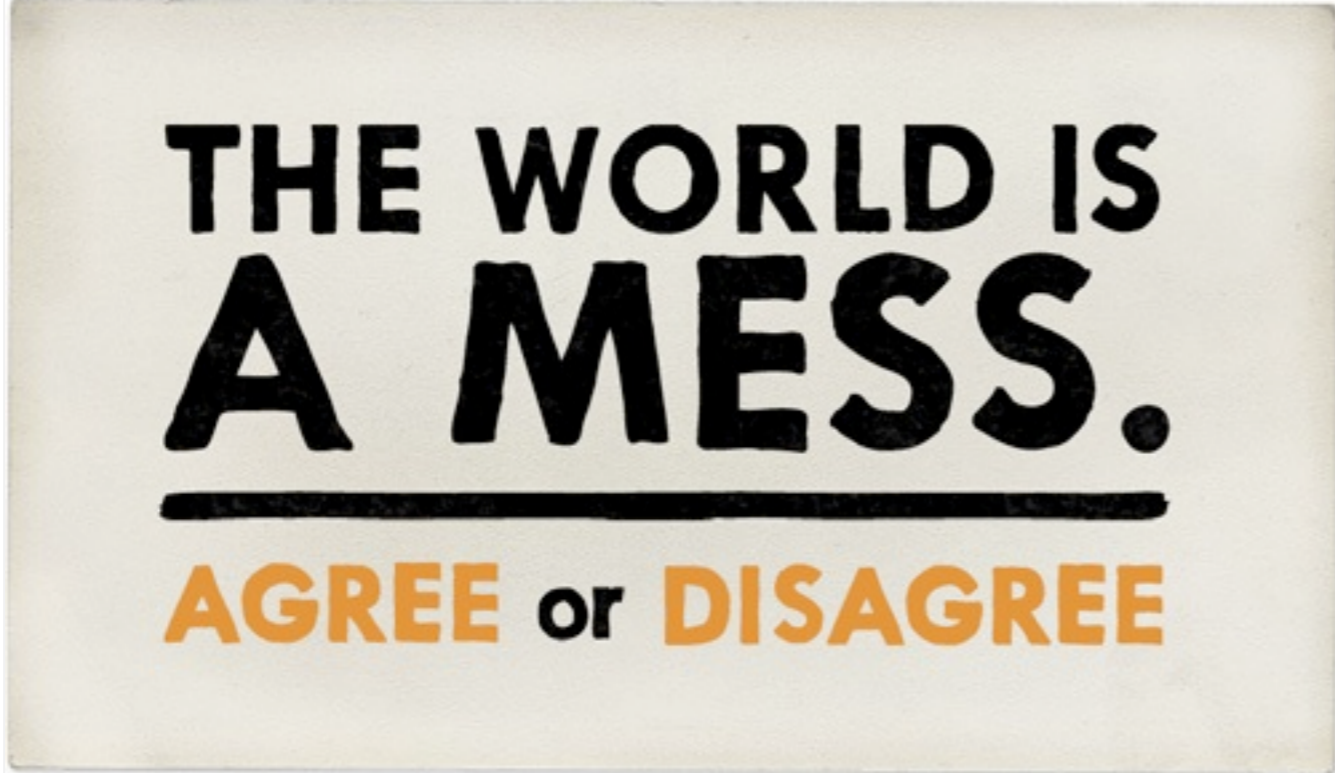


### Eric, It's been a while since we last talked. How has the type of work Grow Interactive produces changed?

Since last we talked, our company has grown fairly substantially in both our size and capabilities. This along with our focus on building relationships within our industry has afforded us many great opportunities. So I'd say our work is definitely richer these days, filled with even more varying creative and technical executions. If you haven't checked us out lately, please do so at [thisisgrow.com](http://thisisgrow.com).

### You recently created a socially conscious project called [The Girl Effect](#) for Nike with W+K. Can you tell us about it?

I'm glad you brought that one up. We're especially proud of it. When W+K first told us about the [Nike Foundation](#) led initiative, we were floored. A girl is a definitely an unexpected solution to many of the world's problems so when we learned the facts like "when girls and women earn income, they reinvest 90 percent of it into their families, as compared to only 30 to 40 percent for a man", it was immediately evident that the Nike Foundation had found a mission with enormous potential to start that change. At that point, the decision to get on board was a no brainer.



### Are these types of projects important to you?

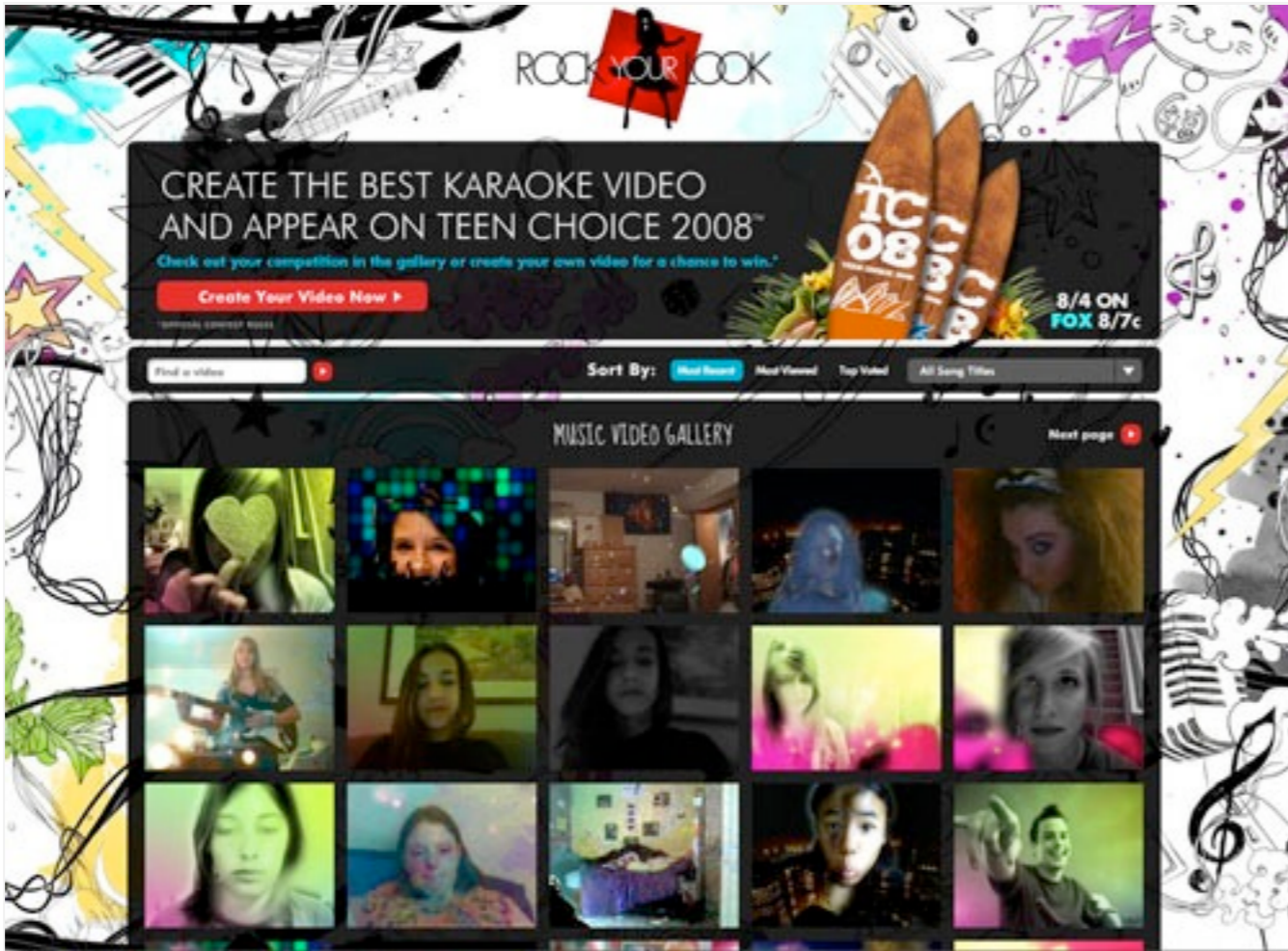
Very much. We spend the bulk of our time creating channels to promote brands and their goods, so when an opportunity comes up to create change for the benefit of others, we welcome the challenge. We also think it's very important not to repeat ourselves because variety keeps our team sharp. Feel-good projects are always good for morale too.

### You seem to have a good spread of big brands and smaller companies as clients - why the mix?

We spend a lot of time in the community, taking part in local design and advertising organizations. We do so because we believe that if our company is to remain strong at the root level, we have to participate in our community. This participation leads to organic relationships with the people around us. In addition, smaller companies afford us branding opportunities we don't typically see working with our agency partners.

### How have you been working with social media and sites like YouTube?

Done sensibly and right, social media can afford great opportunities. For example, we recently teamed with Saatchi & Saatchi New York to design and develop a karaoke music video contest website for JC Penney called "[Rock Your Look](#)". The winner wins a trip to LA and presents at the 2008 Teen Choice Awards. Early on in the planning stage, Saatchi approached us with their idea. This allowed us to develop some key insights into teens we thought would be most likely to participate in our contest. We found these teens on [YouTube](#) and because we were aware of YouTube's recently released APIs, we were able to suggest and interface [our website](#) with YouTube. This not only put us in front of these teens, but because our website enhanced their outlet for self-expression, our contest became a hit with them.



### You work with a lot of advertising agencies. Sometimes you hear horror stories about the relationships between traditional and digital agencies - what tips can you share about successful relationships?

Beyond approaching us for our technical and creative capabilities, we're happy to hear from our agency partners that they appreciate our heavy focus on communication and timeliness. We believe this type of relationship gives everyone the confidence they need to know the project will go as smoothly as possible. In addition, by making the most of the time we're allotted for each project, we're able to achieve the best end result possible.

### And what's next for Grow Interactive?

We're really excited to announce the addition of our new Interactive Director, Benjamin Mace. That and we'll keep pushing ourselves and our work. We're only getting better.

### Congrats & Thank You

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