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The Agency

5th Finger is a progressive mobile agency that designs and implements engaging brand interactions to reach on-the-go consumers.

- Nine years of experience creating integrated mobile campaigns across industry sectors and multiple online/offline channels.
- Spearheaded 5,000 campaigns and 300+ million interactions globally.
- Offices in New York, San Francisco and Sydney.

Philosophy

Ideas + Execution = Results.

We're experts in inventive thinking, but our real strength is making sure that our creative ideas are smart and relevant too. Wild and out-there thinking is great, but consumers are only going to pay attention when a message is meaningful.

Of course, technology makes it easy for consumers to tune out messages. But by executing an idea in an innovative and interactive way, we can engage consumers and get them to pay attention. And by measuring these interactions, we can ensure our success.

When we combine ideas with solid execution, we're translating digital and emerging media into meaningful business value. That creates memorable experiences for consumers, and results for our clients.

Services

Mobility Planning

Mobility Planning, our proprietary strategic approach, takes the lifestyle of the on-the-go consumer into account in the early stages of the creative process. In other words, we take time to think like the consumer in order to talk to the consumer. With Mobility Planning, we can better help brands decide how to approach the mobile world given what they stand for, and how their consumers engage with media and technology.

Campaign Management & Delivery

Even with the most rigorous processes and creative thinking, achieving real results often comes down to an experienced campaign management team and proven technology platform. At 5th Finger we design, build, and host our mobile solutions—things like mobile websites, multimedia content, and interactive SMS campaigns. So from concept to delivery, it's all in our hands. Our extensive experience in all these facets of the process is what enables us to manage large-scale projects and processes that other agencies can't.

Analytics & Reporting

Knowing how you're doing at all times is extremely important in achieving maximum results. That's why, for every mobile campaign, we track, measure and compile information on responsive consumers. These reports give us the information we need to optimize campaigns in real-time and keep up with evolving consumer behavior.