

Nationally capable thinking media, inc. is an intelligent & inventive guerrilla marketing, media relations, engagement and sampling collaborative. our team possesses combined expertise in the arts & entertainment and luxury lifestyle & hospitality arenas; accessing & engaging multi-ethnic, multi-cultural and multi-generational consumers. we excel in the conception, production and execution of intelligent, clever and newsworthy events and promotional campaigns. we arrest the attention of both general and niche markets via fierce networking, strategic editorial exposure, captivating creative and illustrative copywriting. hailing from the big apple - christopher hughes, lisa silvera and a valued core team of professionals; exercise dynamic, diverse energies and skill sets. this potent combination continues to lead to the successful teaming with exceptional entities including:

DISNEY/Buena Vista Home Entertainment, Burrell Communications, Toyota, Nissan, Infiniti, SCION, Verizon Wireless, McDonald's, Proctor & Gamble, Presidential Candidates Senator John F. Kerry & Senator Hillary Rodham Clinton, Erykah Badu/Hair Stories, Jona Cerwinske/Fine Artist, Funkshion Fashion Week Miami, CIRCA28 Lounge & 2nd Floor Gallery Space, Caribbean JuneFest 2006, ADIDAS/Stella McCartney, L.A.M.B./Royal Elastics, PERONI Italy, Hennessy, AOL, Harper's Bazaar, New York Magazine, Bobbi Brown Cosmetics, FACE Stockholm Cosmetics, Ghirardelli Fine Chocolates, DogWater, American Cancer Society, Women's Chamber of Commerce, Miami Beach Chamber of Commerce, City of Miami, NASCAR, Public Magazine, Hotel Victor South Beach, The National Hotel, Catalina Hotel, Majestic Properties, Izze Natural Soda, Jean Villamizar/Feminist Collage Artist & Painter, Ed King's Kaleidoscope Conspiracy/Pop Artist, Buddha Soul Jewelry, Isla Resort Collection, Look Within Activeware Collection, LOVE LIFE COLLECTION, Caroline Geys/Fine Artist, www.thestepcardcollection.com and countless others.

- Miami SUNPOST /Best Up and Coming Publicists 2004



christopher i. hughes/co-founder/president/ceo
christopher@thinkingmedia.com & 30 55 34 24 00 ☎
idea central.

- SUCCESS South Florida Magazine/ 40 Under 40 Most Prominent Black Professionals of 2006

after a stellar 10-year corporate career with hbo and ogilvy & mather, christopher attributes the impetus to starting his own company to "a quest for an intelligent haven to think, create and professionally excel." In 1998, honoring his entrepreneurial spirit, christopher moved to miami from nyc, looking for the "right" opportunity. In 2000, that opportunity presented itself and he successfully pooled powers with lisa silvera, a respected nyc p.r. and copywriting muse. christopher knew they had something special to offer the world-together. After three years of hard work, the big dream yielded the big bang. making up half of the creative, strategic, analytical and business brain that is thinking media, christopher has kept the company afloat while attracting big name clients like disney/buena vista home entertainment, miramax home entertainment, Toyota/Infiniti SCION and gwen stefani/L.A.M.B. for royal elastics to their client/partner roster. christopher's most valuable assets are *listening* and his keen attention to detail.



lisa m. silvera/co-founder/senior vp/creative director
lisa@thinkingmedia.com & 30 57 72 22 23 ☎
girl with the golden gab.

a 15-year+ copywriter & editor, media relations, sales promotion and advertising veteran has thrown caution and corporate to the wind and fashioned an admittedly insatiable passion for all things "smart, sensible and expensive" into a livelihood. She has excelled and found joy as a publicist, tastemaker and brand wizard for FACE Stockholm, T' LeClerc Cosmetics, L'Artisan Parfumerie, Alain Mikli Occhiali, Robert Lee Morris Jewelry, Hush Puppies, Buddha Soul Style Jewelry, Look Within™ ActiveWare Collection, COACH, Stella McCartney for ADIDAS - to name a few. Her calculated and soft sell approach to pitching the skinny has caught the attention of media goddess Oprah Winfrey, AOL/Time Warner, VOGUE, Harper's Bazaar, The New York Times, CNN, the Miami Herald & many others. Both an Emerson and Skidmore College co-ed seasoned with account, client and consumer experience, she prefers spirited daytime appointments to late-night schmoozing. her modus "stirs media providers with accurate, illustrative & newsworthy information via a short, painless media release - accompanied by minimal phone chatter."

- LatinaStyle Magazine/Entrepreneur of the Year 2005
- Network Miami Magazine/One of 25 Most Prominent & Successful Black Business Women 2006

intelligent marketing & media relations
illustrative copywriting and editorial services
progressive brand development & design services
innovative event architecture, production & promotion

BIG, money making ideas served fresh daily - thinking media



make contact:

thinking media, inc.
 250 nw 23rd street, wynwood loft #203
 miami, florida 33127
 305 534 2400 ☎ • 305 675 8001 📠
info@thinkingmedia.com
www.thinkingmedia.com