

What do Metrics Really Reveal?

Sarkissian Mason Measures Everything to Demonstrate Impact Of Metrics on Creativity

New York, NY, February 25, 2010

In an unprecedented demonstration of the power of metrics, digital innovation agency Sarkissian Mason is using its own website to reveal a sad-but-true take on the state of the marketing industry: the view that metrics are limiting creativity.

To bring to life its point of view, the agency wired its office with sensors, which then tracks the results and publishes the data in real-time on the agency's website www.sarkissianmason.com. The data visualization humorously calculates the agency's collective creativity at a point in time, informing viewers on life at the firm as tracked by smoke breaks taken, f-bombs dropped, project scopes changed, ideas generated and shot down, and the like.

"Our industry has become hyper-focused on measurement to the detriment of the idea," explained Patrick Sarkissian, CEO of Sarkissian Mason. "Our agency experiment was designed to show that while we have the tools and technology to measure everything in the extreme, we still need to have ideas that connect with consumers to build brands. Sometimes these ideas can be enhanced by metrics, but our industry is sacrificing the magic of ideas at the expense of an over reliance on analytics."

Ironically, in creating the new website, the agency developed its own software and tools to enable it to measure both physical activities and linear activities at the agency. Moreover, it has built proprietary technology solutions that help its clients better connect with consumers in the digital space. Tools designed precisely for today's digital arena and still open-ended to accommodate future market criteria.

"We know how to apply metrics. But we also know when you have to go with your 'gut'," noted Aaron Sedelik, Creative Director at Sarkissian Mason. "This new website demonstrates how creativity and metrics can come together in an engaging and surprising way."

For those who really want to understand the "tools of the trade," Sarkissian Mason reveals its measurement codes in easter eggs embedded in the site.

Sarkissian Mason is an independent marketing services agency specializing in the creation and development of breakthrough digital brand solutions for its clients. Founded in 1998, Sarkissian Mason has been a pioneer in helping its clients adapt new technology solutions to better connect with consumers. Its clients include leading Fortune 500 companies including Mazda, Boeing, Chrysler Financial, Nike and others. Sarkissian Mason is headquartered in New York with offices in Detroit, Arizona and California.