

The Tipping Point name is derived from the work of the Lambesis Agency did for Airwalk. The now famous New Yorker article, "The Hunt for Cool, by Malcolm Gladwell appeared on March 17, 1997. The response to that article was overwhelming, a phenomenon that was no doubt duly noted by Gladwell himself.

In fact much of that same article became featured as the entire sixth chapter case history of his first his best seller, The Tipping Point, which was first published in February of 2000. The agency behind the meteoric rise of the Airwalk brand was Lambesis. Nick Lambesis, now the founder and president of Tipping Point Inc., founded The Lambesis Agency in 1987.

Early on the agency built a national reputation for great creative work for local and regional clients. By 1993 the agency was garnering an international reputation for clients like Charles David Shoes and Guess. Then in 1994 the agency landed a tiny little shoe company called Airwalk and within 18 months Airwalk's revenues went from \$ 20 million to \$ 400 million, making it one of the largest shoe companies in the world and, according to USA Today, "one the top ten coolest brands in America."

On the business side, the Lambesis Agency has a unique history of increasing sales, market share and building brand value. The agency has taken ten brands to revenue increases of \$ 8 billion. Skyy from \$ 60 Million to \$ 1.6 Billion; bebe from \$ 90 Million to 2.8 Billion; Campari from \$ 254 Million to \$ 1.3 Billion; Airwalk from \$ 16 Million to \$ 400 Million, and Tacori Fine Jewelry from the tenth among Jewelry brands in sales to number two. And today Coke revenue increases are in the billions with Lambesis as the only Coke agency to have four of its brands: Dasani, Honest Tea--and most recently-- Gold Peak Tea & Coffee and Fuze Beverages are two of The Coca-Cola Company's most recent achievers of \$1 billion brand status.

Other Lambesis Agency brand case histories include: Grand Marnier, Mighty Leaf Tea, Tacori, Hitachi Consumer Electronics, Cunard Cruise Line, Hard Rock Condos and Residences, Nordstrom, bebe, and Guess.