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Full-Service Agency, lookthinkmake, Celebrates Twelfth Birthday

Doing their part to shine a light on the importance of places through their communications work on civic, tourism, community, health, arts, and architectural initiatives.

AUSTIN, TX - lookthinkmake is an Austin-based full-service advertising, branding, and public relations agency celebrating its twelfth birthday, capping off a dozen years of business in Central Texas. lookthinkmake was founded by Patricia Buchholtz and Sean Thompson in 2008 and has been placemaking ever since. Partnered together when Patricia worked in real estate development and Sean consulted on creative communication for communities across Texas, Sean and Patricia formed an alliance united around branding and community building.

“Looking back on these twelve years, we are thrilled with how far we have come and the incredible people we have had the opportunity to work with along the way,” said Patricia Buchholtz, Founder, and Partner at lookthinkmake. “Having grown from a company with just a \$50 investment to being able to recognize our fingerprint all around Austin and Central Texas is truly remarkable.”

“We have been lucky to collaborate with innovators and organizations to brand big ideas beautifully and share them with the world,” said Sean Thompson, Founder, and Partner at lookthinkmake. “Whether we are helping to foster stronger and healthier communities, launch small businesses, brand a district, encourage tourism, or promote our beloved city of Austin—our passion is championing the connection between people and the places and communities that they love.”

lookthinkmake’s first client, [Plum Creek](#), a master-planned community in Kyle, Texas, quickly became recognized as the Austin-area’s standout New Urbanist community. This led to the agency’s efforts in brand development, marketing, and public relations for [The Austonian](#), the city’s then-tallest skyscraper and forerunner of the development boom that would transform downtown Austin. lookthinkmake would leave their mark on Austin’s skyline again with [Fareground](#) at One Eleven and the [Independent](#). Additional clients included the American Institute of Architects’ Austin chapter, and several large-scale

residential developments throughout Central Texas like [Goodnight Ranch](#) in southeast Austin, [The Crossvine](#) in Schertz, TX, and [Friedën](#) in Fredericksburg.

After an early national award-winning campaign for [Art Alliance Austin](#), lookthinkmake built a portfolio with cultural arts programs and initiatives in Central Texas that included public relations for city-spanning art projects like Jennifer Chenoweth's [XYZ Atlas](#). In 2014, UT Austin's public art program [Landmarks](#) began a multi-year relationship with lookthinkmake, who provided design assets and publicity for installations and new works from world-renowned artists like Nancy Rubins and José Parlá. lookthinkmake continued to be a prominent supporter of Art Alliance Austin by supporting events like ARTBASH and Art City Austin, and also added [Zilker Theatre Productions](#) and Pease Park's [Stickwork](#) installation to their art portfolio.

Through the years, civic groups called upon lookthinkmake's creative services to transform brands for some of Austin's most iconic places. In 2017, [Pease Park Conservancy](#) and [Barton Springs Conservancy](#) worked with lookthinkmake to redevelop their brands and build awareness with public relations, each kicking off a long-term campaign to raise funds and interest in two of Austin's oldest and most beloved outdoor spaces.

In 2018, the agency took a decisive step toward adding tourism to its major strengths with its [ATXLoves](#) campaign. The initiative, which encouraged Austin visitors and tourists to frequent locally-owned small businesses with an interactive map and guides to the city. Additionally, outside Austin's city limits, lookthinkmake began integrated tourism marketing for [Marble Falls](#), Texas, blending traditional advertising and digital media with public relations.

lookthinkmake further expanded beyond Austin with the [Work/Shop](#) in Dallas, [Understory](#) in Houston, and [The Henry in Coral Gables](#) in Florida. They also took on the Mueller Business District in coordination with Aquila, who later called lookthinkmake one of the [top branding agencies](#) for commercial real estate. Earning that honor, lookthinkmake branded a significant addition to Austin: [Velocity](#), which brings strong neighborhood-connected design and development to the eastern crescent. Currently underway, lookthinkmake is branding another significant addition to the Austin skyline, [Sixth, and Guadalupe](#), a 66-story state-of-the-art tower that is reimagining the live-work lifestyle downtown.

Most recently in 2020, lookthinkmake pivoted alongside their clients amid the COVID-19 pandemic. The agency worked with the [Andy Roddick Foundation](#) to help create, brand, and promote the remote virtual experience No Love: A Roast of Andy Roddick, which was their highest-grossing fundraiser to date. Additionally, the agency developed and launched the website for [Remedy](#), a local healthcare provider, just as the COVID-19 pandemic hit. And with the pandemic affecting travel, the lookthinkmake PR team strategically shifted to create virtual vacations of some of the best places to visit in [Marble Falls](#) to experience from the comfort of home. This quick change contributed to over 101,000,000 impressions from earned coverage for Marble Falls.

Today, lookthinkmake continues placemaking and community-oriented work for clients with statewide initiatives focusing on public health and affordable housing. In collaboration with the [University of Texas at Austin](#), lookthinkmake developed messaging around the opioid crisis on behalf of [Texas Health and Human Services](#). This effort includes the statewide launch of the Prescription Monitoring Program educational campaign for prescribers, as well as messaging to the public regarding the prescription opioid epidemic. The agency's focus on health continued with its work for [Children's Advocacy Centers of Texas](#) with brand communication designed to end child sexual abuse in Texas. lookthinkmake is also working with the [Texas Department of Housing and Community Affairs](#) to educate Texans about state-funded programs designed to help them fulfill their dream of homeownership.

Over the last 12 years, lookthinkmake has worked with over 155 brands that shape the lives of millions of Texans. With a mission to leave a positive wake in all that they do, the agency is looking forward to the next 12 years of building communities in Austin, Central Texas, and beyond.

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About lookthinkmake

Founded in 2008, lookthinkmake is an integrated advertising, public relations, and digital marketing agency. As a firm dedicated to the practice of placemaking, lookthinkmake specializes in branding, advertising, public relations, conceptual positioning, identity, and collateral design and production, digital development, and social media. lookthinkmake clients are innovators, businesses, and organizations to brand big ideas and share them with the world, creating momentum to carry them well into the future. For more information about lookthinkmake, visit www.lookthinkmake.com