

Blue Iceberg creates branded digital experiences that deliver results.

We believe in creating visually engaging and intuitive interactive experiences that are customer-centric, integrate into our clients' workflow and drive their businesses forward. With rigorous strategic analysis and client-side experience that inform our insights, design, and technological solutions, we harness the power of the interactive landscape to help brands and businesses thrive online.

Profile

Founded: 1999, New York City

Agency Leadership

Natalie Yates *Managing Partner*
Richard Cacciato *Chief Strategist*
Elizabeth Fort *Brand Strategist*
Sean Phillips *Lead Developer*

Honors

A BtoB Online Top Agency
Polly Bond Design & General Excellence Award
Workspace Resources Gold Ribbon Award

Interactive Strategy

Market Research and Analysis
Competitive Landscape Assessment
Needs Assessment
Strategic Planning
Content Strategy
Site Analytics
Mobile Strategy

Web Design & Development

Planning and Project Management
Creative Design and Content
Interaction Design and Usability
Programming and Application Development
CMS development and integration
Customized 3rd Party Integration
Search Engine Optimization (SEO)
Site Maintenance

Digital Marketing

Online Media Planning and Buying
Email Marketing
Digital Advertising
Search Engine Marketing (SEM)
Integrated Marketing
Marketing Collateral

Blue Iceberg:Growth (BI:Growth)

Crafting a business case to secure funding
Developing an action plan for growth
Building a sustainable brand and driving sales

Blue Iceberg is a woman-owned business.
WBENC certification in process.

Services

Contact Select Clients

3M
A&E Networks
Amherst Securities
Assured Guaranty / FSA: Financial Security Assurance
BobVila.com
Checkpoint Systems
Così Restaurants
Council on Foreign Relations
Endo Pharmaceuticals
The Episcopal Diocese of New York
Equitable Life Insurance
ERB: Educational Records Bureau
EuroRSCG
Genentech
Intel
Janam Technologies
JP Morgan Online
Kantar Media
Kozy Shack
LexisNexis
Memorial Sloan-Kettering Cancer Center
Merrill Lynch
Natural Resources Defense Council
PicPads
Procter & Gamble
Rutgers University
Safe Horizon
Staples
TV Guide
UNICEF
US Department of Energy
Volvo
Wolters Kluwer
Yale University
Zagat Survey
Zimmer

For new business inquiries, please contact
info@blue-iceberg.com.

Blue Iceberg Interactive

PO Box 370
New York, NY 10024
212.337.9920
www.blue-iceberg.com

