

## 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 ever-evolving interactive landscape to help brands and businesses thrive online.

### Profile

**Founded:** 1999, New York City

**Agency Leadership**

Richard Cacciato *Chief Strategist*  
Natalie Yates *Executive Producer*  
Alison Segura *Creative Director*  
Elizabeth Fort *Brand Strategist*  
Christopher Brady *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

**Web Design & Development**

Planning  
Content Creation  
Web Design and Usability  
Web Development  
Optimization  
Site Maintenance

**Digital Marketing**

Online Media Planning and Buying  
Relationship Building  
Digital Advertising  
Integrated Marketing  
Companion Materials

**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

### Services

### Select Clients

3M  
Assured Guaranty/FSA  
Checkpoint Systems  
The Courtney Group  
David Barrett Partners  
Emigrant Capital  
The Episcopal Diocese of New York  
Educational Records Bureau (ERB)  
EuroRSCG MVBMS Partners  
JP Morgan Online  
Kozy Shack  
masius Advertising/Publicis  
Memorial Sloan Kettering Cancer Center  
Merrill Lynch  
Natural Resources Defense Council  
Nautilus Renewables  
PicPads  
Quatt Associates  
Rutgers University  
Touchstone Energy  
TV Guide  
UNICEF  
US Department of Energy  
Volvo  
Wolters Kluwer  
The Yale Club of New York City  
Yale University  
Zagat Survey  
Zedak

For new business inquiries, please contact  
Richard Cacciato at [rcacciato@blue-iceberg.com](mailto:rcacciato@blue-iceberg.com).

**Blue Iceberg LLC**

146 West 29th Street, Suite 11W  
New York, NY 10001  
212.337.9920  
[www.blue-iceberg.com](http://www.blue-iceberg.com)

