

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

Richard Cacciato *Chief Strategist*
 Natalie Yates *Executive Producer*
 Alison Segura *Creative Director*
 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

Web Design & Development

Planning
 Creative Design and Content
 Interaction Design and Usability
 Programming and Application Development
 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 certified Brightcove Solutions Partner providing state-of-the-art video publishing solutions.

Services

Contact Select Clients

3M
 A&E Networks
 Amherst Securities
 Assured Guaranty / FSA: Financial Security Assurance
 BobVila.com
 Checkpoint Systems
 Cosi 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
 Kozy Shack
 LexisNexis
 Memorial Sloan-Kettering Cancer Center
 Merrill Lynch
 Natural Resources Defense Council
 PicPads
 Procter & Gamble
 Rutgers University
 Safe Horizon
 TV Guide
 UNICEF
 US Department of Energy
 Volvo
 Wolters Kluwer
 Yale University
 Zagat Survey
 Zimmer

For new business inquiries, please contact Megan McKenna at mmckenna@blue-iceberg.com.

Blue Iceberg Interactive

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