

## Blue Iceberg develops insights and strategy that use digital and mobile to move the needle and deliver results.

Blue Iceberg is an independent, woman-owned digital consultancy based in New York City. We identify insights that can transform our clients' businesses, then we formulate strategy based on which we develop a series of digital and mobile initiatives that are customer-centric and drive their businesses forward. With rigorous strategic analysis, smart tools, and client-side experience that inform our insights, we harness the power of the digital landscape to help brands thrive online.

Unlike many others, we've been on the client side at blue chip Fortune 500 as well as smaller companies. We know what it's like to run a P&L and worry about making customers happy. Our real world experience means we immerse ourselves in your business to become your partner, we're not just outsiders who deliver a report or a website and then leave. By strategically combining insights with digital, we create customer engagements that deliver business results.

### Profile

**Founded:** 1999, New York City  
*Blue Iceberg is a woman-owned business.*

#### Agency Leadership

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

### Services

#### Digital Strategy & Branding

Market Research and Analysis  
Competitive Landscape  
Brand Strategy  
Content Strategy

#### Mobile Marketing

Mobile Activation Campaigns  
Mobile Landing Pages  
Text Message and Email Marketing  
Measurement and Analysis

#### Blue Iceberg Interactive

212.337.9920  
[www.blue-iceberg.com](http://www.blue-iceberg.com)

#### Media Planning and Buying Services

Planning and Project Management  
Creative Design and Content

#### Web Design & Development

Planning and Project Management  
Creative Design and Content  
Interaction Design and Usability  
Programming and Application Development  
Customized 3rd Party Integration

#### Buyer's Rep Services

Needs Assessment and Vendor Search  
Budgeting, Bidding, and Project Management

### Select Clients

						
						
						
						