

# Avenue A | Razorfish Fact Sheet



## About Us

Avenue A | Razorfish helps industry leaders build great brands by creating engaging experiences for consumers wherever they live in the digital world, ranging from Surface screens to blogs. We believe the future of marketing is not about recycling TV spots or banner ads on websites. Marketing is all about harnessing the social and immersive nature of digital to build memorable experiences with consumers and empowering those consumers to share your brand with each other.

Our clients put digital at the core of their ability to improve, even transform, their businesses. To help our clients, we apply offerings that encompass digital advertising, website design, search, email, analytics, and social media, among other capabilities. Increasingly, Avenue A | Razorfish advises marketers on Social Influence Marketing™, our approach for employing social media and social influencers to achieve the marketing and business needs of an organization.

Avenue A | Razorfish employs more than 2,000 people in Australia, China, France, Germany, Japan, the United Kingdom, and the United States. Clients include Carnival Cruise Lines, Coors Brewing Company, Kraft, Levi's, McDonald's and Starwood Hotels.

## Key Facts

Founded: 1995  
 Revenues (calendar 2007): Approx. \$300 million  
 Personnel Count: More than 2,000 (worldwide)  
 Headquarters: Seattle  
 Web site: [avenuea-razorfish.com](http://avenuea-razorfish.com)

## Capabilities

Advertising & Branding  
 Analytics  
 Email Marketing & eCRM  
 Emerging Media  
 Enterprise Solutions  
 Interaction Design  
 Search Marketing  
 Strategy & Planning  
 Social Influence Marketing  
 Technology Architecture & Integration

## Partial Blogroll

[digitaldesignblog.com](http://digitaldesignblog.com)  
[jefflanctot.com](http://jefflanctot.com)  
[goingsocialnow.com](http://goingsocialnow.com)  
[technology.avenuea-razorfish.com](http://technology.avenuea-razorfish.com)  
[amnesiablog.com](http://amnesiablog.com)

## Facebook Page

Visit our [Facebook page](#)

## Leadership Team

Avenue A | Razorfish is led by Clark Kokich, CEO  
 See the complete [global leadership team](#)

## Key Industries

Automotive  
 Consumer Goods  
 Financial Services  
 Healthcare & Life Sciences  
 Media & Entertainment  
 Retail  
 Technology & Telecom  
 Travel & Leisure

## Alliances

See the complete list of our [alliance partners](#)

## Sample Clients

AT&T	McDonald's
Audi	Microsoft/MSN
Best Buy	NFL
Breville	Nike
Capital One	Nortel
Carnival Cruise Lines	Olympus
Condé Nast	Oxfam
Coors Brewing Company	Pershing
Dell	PNC Bank
Disney	Ralph Lauren
EMC Corporation	Red Bull
Forest Labs	Safeco
Hotels.com	Samsonite
Intel	Standard Life Bank
JCPenney	Starwood Hotels& Resorts
JPMorgan Chase	Toshiba
Kraft	Victoria's Secret
Levi's	Visa
Limited Brands	WaMu
L'Oreal	XM Radio