

# Razorfish Fact Sheet

## ABOUT US

Razorfish ([www.razorfish.com](http://www.razorfish.com))

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 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, 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.

Razorfish employs more than 2,000 people in 19 offices worldwide including Australia, China, France, Germany, Spain, Japan, the United Kingdom and the United States. Clients include Carnival Cruise Lines, MillerCoors, Kraft, Levi Strauss & Co., McDonald's and Starwood Hotels.

## KEY FACTS

Founded: 1995

Net Revenues: Approx. \$380 million (fiscal 2009)

Personnel count: More than 2,000 (worldwide)

Headquarters: Seattle

Web site: [www.razorfish.com](http://www.razorfish.com)

## CAPABILITIES

Advertising & Branding

Analytics

Email Marketing & eCRM

Emerging Media

Interaction Design

Search Marketing

Strategy & Planning

Social Influence Marketing

Technology Architecture & Integration

## PARTIAL BLOGROLL

[emergingexperiences.com](http://emergingexperiences.com)

[feed.razorfish.com](http://feed.razorfish.com)

[superhypeblog.com](http://superhypeblog.com)

[goingsocialnow.com](http://goingsocialnow.com)

[technology.razorfish.com](http://technology.razorfish.com)

[AmnesiaBlog.com](http://AmnesiaBlog.com)

[Headlightblog.com](http://Headlightblog.com)

[scattergather.razorfish.com](http://scattergather.razorfish.com)

## FOLLOW US

**Facebook** [www.facebook.com/razorfish](http://www.facebook.com/razorfish)

**Twitter** @razorfish [www.twitter.com/razorfish](http://www.twitter.com/razorfish)

## LEADERSHIP TEAM

Razorfish is led by Bob Lord, CEO

For a complete list of our global leadership team, please visit <http://www.razorfish.com/#/company/leadership>

## KEY INDUSTRIES

Automotive

Consumer Goods

Financial Services

Healthcare & Life Science

Media & Entertainment

Retail

Technology & Telecom

Travel & Leisure

## ALLIANCES

For a complete list of our alliance partners, please visit <http://www.razorfish.com/#/partners>

## SAMPLE CLIENTS

AT&T

Audi

Ben & Jerry's

Best Buy

Capital One

Carnival Cruise Lines

Choice Hotels

Condé Nast

MillerCoors

Dell

Disney

EMC Corporation

Forest Labs

Investors.com

JCPenney

Levi Strauss & Co.

Kraft

Limited Brands

Mattel

McDonald's

Mercedes-Benz USA

Microsoft/MSN

NFL

Nike

Olympus

Oxfam

PNC Bank

Purina

Ralph Lauren

Safeco

Samsonite

Standard Life Bank

Starwood Hotels & Resorts

Toshiba

Travel Channel

Victoria's Secret

Visa