

Fact Sheet.

HUGE

HUGE helps build digitally-driven businesses.

As a full-service interactive agency, HUGE is responsible for digital strategy and implementation for some of the largest companies and brands in the world. Founded in 1999, the company has evolved a methodology and a culture that combine the most powerful aspects of research, user-centered design, technology and marketing to meet client objectives. The online experiences designed and developed by HUGE generate over \$12.5 billion in revenue and are visited by more than 150 million visitors each month.

The company has 400 employees in offices in New York, Los Angeles, London, Rio de Janeiro and Singapore. HUGE is part of the Interpublic Group of Companies.

150 Million
Monthly visitors to sites created by HUGE

\$12.5 Billion
Annual revenue of online businesses
designed and developed by HUGE

400
Employees worldwide

538
Participants in HUGE usability
studies in 2010

14
Most dogs ever brought to work in one day
by HUGE employees

Select Clients.

Automotive

Saab

Beauty & Apparel

L'Oreal Group

Business-to-Business

Sigma-Aldrich

Consumer Goods

Electrolux
Mattel
Newell Rubbermaid
Unilever

Financial Services

GE Capital
Nationwide VPI

Food & Beverage

Nestlé
NutriSystem
PepsiCo

Government & Non-Profit

Columbia University
Museum of Modern Art
New York Philharmonic
United Nations Development Programme
U.S. Department of Energy

Media & Entertainment

A&E Television Networks
Comcast
NBCUniversal
News Corporation
Thomson Reuters
Time Warner

Publishing

Advance Publications
The New York Times Company

Retail

FreshDirect
IKEA
Target

Technology

Ericsson
Nintendo
Samsung

Telecommunications

Cellular South
Vodafone
Swisscom

Travel & Leisure

Four Seasons Hotels
JetBlue Airways
Royal Caribbean Cruises
The City of New York
Walt Disney Company

Capabilities.

From strategic road map development to e-commerce integration, HUGE's services are all focused on a single outcome: meaningful digital experiences that lead to measurable business results.

Research & Analytics

User and Audience Research
Website, Social and Campaign Analytics

Strategy & Planning

Product Strategy and Planning
Interactive Marketing Planning
Discipline Specialists
(e.g. Search, CRM, Mobile)
Organizational Consulting

User Experience

Content Strategy
Information Architecture
Interaction Design
Mobile Experience

Creative

Visual
Motion
Digital Branding
Mobile, Emerging & In-Store Digital
Asset Development (Copywriting, Video)

Technology

Technical Leadership / Architecture
User Interface Development
Mobile and Emerging Platforms
Social Platforms
Rapid and Enterprise Development
Quality Assurance and Deployment

Social Engagement

Social Strategy
Social Media Management
Blogger and Influencer Outreach
Search Management
Editorial Management
Audience Monetization

Offices.

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Why we're different.

A job well done at HUGE is not just inspiring design or reliable coding or compliance with usability principles. It's all of that plus our hard-won ability to synthesize research, analytics and business drivers to help our clients' products become wildly successful. It took a fair amount of persistence to get our model right—not to mention finding enough insanely talented people who wanted to collaborate this way—so we believe it makes HUGE pretty different.

