

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 \$12.3 billion in revenue and are visited by more than 150 million visitors each month.

The company has over 225 employees in offices in New York, Los Angeles, London and Stockholm. HUGE is part of the Interpublic Group of Companies.

150 Million
Monthly visitors to sites created by HUGE

\$12.3 Billion
Annual revenue of online businesses designed and developed by HUGE

225
Employees worldwide

419
Participants in HUGE usability studies in 2009

5
Most dogs ever brought to work in one day by HUGE employees

Select Clients.

HUGE has designed and developed some of the most successful large-scale websites on the Internet.

Media & Entertainment

A&E Television Networks
Advance Publications
Fox Broadcasting Company
Macmillan
MTV Networks
NBC Universal
The New York Times Co.
Scholastic
Thomson Reuters
Time Warner
Walt Disney Company
Warner Music Group

Marketing Platforms

Cisco
Electrolux
Ericsson
J.P. Morgan Chase & Co.
Johnson & Johnson
L'Oreal Group
Kohler
MasterCard
Nintendo
Nokia
PepsiCo
Unilever

E-Commerce

Barnes & Noble
British Airways
Cellular South
IKEA
JetBlue Airways
Mattel
Nestlé
NutriSystem
Samsung
Target
Under Armour
The Vitamin Shoppe

Education & Non-Profit

Alvin Ailey Dance Foundation
American University
Amnesty International
The City of New York
Columbia Journalism School
Girl Scouts of America
National 9/11 Memorial & Museum
National Association of REALTORS
New York Philharmonic
The ONE Foundation
The Red Cross
West Point Military Academy

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.

Strategic Planning

Primary User and Audience Research
Market Research
Competitive Analysis
Process and Organizational Consulting
Product Strategy
Web Analytics
Planning and Roadmapping

User Experience

User Personas and Scenarios
Information Architecture Development
Workflow Development
Schematics / Wireframe Development
Usability Testing
Content Strategy
Monetization Strategy

Creative

Concept Development and Prototyping
Visual Design
Motion Design
Asset Development (Video, Photography)
Style Guide Development
Branding and Identity Systems
Copywriting and Editorial Development

Interactive Marketing

Brand Planning
Digital Marketing Strategy
Search Optimization and Search Marketing
Social Media Marketing and Strategy
E-mail Marketing / eCRM and Strategy
Display Advertising and Planning
Marketing Analytics

Technology

Technology Discovery and Assessment
Architecture and Strategy
User Interface Development
Software Development
Content Management Systems
E-Commerce Systems
Quality Assurance & Deployment

Emerging Platforms

Mobile Devices
Tablet Computing
IPTV / Internet Television
Gaming Platforms
Desktop Applications
Kiosks and Digital Installations
Social Media Platforms

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.



Offices.

Brooklyn

45 Main Street, 2nd floor
Brooklyn, NY 11201
Phone: +1 718 625 4843
Fax: +1 718 625 5157
BK@hugeinc.com

Los Angeles

11135 Weddington St., Suite 131
North Hollywood, CA 91601
Phone: +1 310 614 5838
Fax: +1 310 564 0375
LA@hugeinc.com

London

60 Sloane Avenue
London SW3 3XB
Phone: +44 20 7193 8879
Fax: +44 20 7900 6729
EU@hugeinc.com

Stockholm

Birger Jarlsgratan
Stockholm 113 83
Phone: +46 75 240 6001
Fax: +46 75 240 6002
STH@hugeinc.com