

Razorfish Health

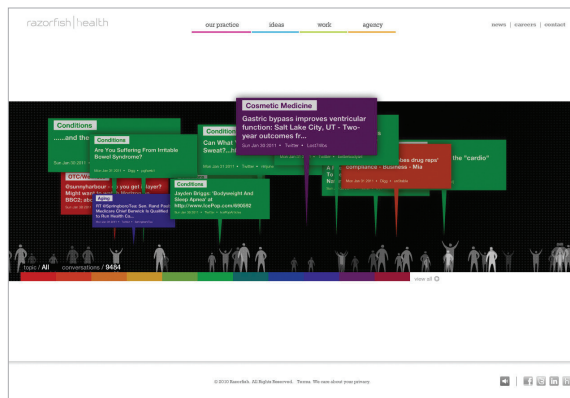
Company Profile

Razorfish Health is an agency dedicated to the pharmaceutical, healthcare and wellness industries. It was launched in response to the increasing demand on Razorfish for specialization within the health and wellness industry. Through the acquisition of top-level talent and constant media attention, Razorfish Health was quickly able to solidify itself as a major player in the highly competitive digital advertising market with a client roster boasting more than 50 brands. With digital at its core, and an unrivaled pedigree in technology, Razorfish Health became the go-to partner to create brand experiences that give people the means to make better lifestyle choices.

Since the agency's launch as a dedicated brand in 2010, the company has grown steadily in revenue and employee numbers. This healthy growth is most recently marked by a move to new headquarters in The Wanamaker Building, in Center City, Philadelphia.

Services and Offerings

Razorfish Health clients put digital at the core of their ability to improve, even transform, their businesses. The company applies offerings that encompass digital advertising, website design, search, email, analytics and social media, among other capabilities. Razorfish Health also advises marketers on Social Influence Marketing, the company's trademark approach for employing social media and social influencer to achieve the marketing and business needs of an organization.



FASTFACTS

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Website: www.razorfishhealth.com

Twitter: @RazorfishHealth

Facebook: www.Facebook.com/RazorfishHealth

Year Founded: 2010

Employees: 160

Consolidated Network: Razorfish

Parent Company: Publicis

Number of Accounts: 13 parent health & wellness companies, encompassing 50 active brands

Case Study

Razorfish Health was recognized in the press for their work with the Alzheimer's Association Delaware Valley Chapter, a project that helped the nonprofit organization outreach to their audience using emerging media channels. The Razorfish Health team built a marketing strategy around social media from the ground up. The move allowed the Alzheimer's Association to interact with its supporters on a global level, something it was unable to achieve before. Razorfish Health has since partnered with the Alzheimer's Association to release a case study on the project.

On their website, www.razorfishhealth.com, the agency launched The Health Conversation, which monitors social media conversations about health and nutrition in realtime. The Health Conversation monitors eleven health and wellness topics that range from simple wellness to chronic disease. The site pulls from social media resources including Digg and Twitter, and is then curated and posted to the company's website within seconds.