



...a great addition to HBO's Imagine campaign. They really helped us reach targeted groups online which created significant viral buzz.

Tara DeVeaux
SVP, Senior Account Director, BBDO

NUTS & BOLTS

ICED Media is an online marketing agency specializing in creating and executing holistic social media and blogger outreach campaigns. Founded in 1999, we've spent the past 10+ years building relationships with the most influential and high trafficked online destinations and personal profiles throughout the Internet. From Facebook applications, sweepstakes, and coupons to Twitter tweekchats, contests, and engagement our campaigns increase exposure exponentially and drive sales.

WHAT WE DO

- > **Social Media Strategy and Execution**
- > **Content Placement and Blogger Outreach**
- > **Viral Video Propagation**
- > **Virtual Experience**
- > **ICEDMetrix™ Analytics**
- > **Brand Buzz Monitoring**

WHY USE US

- > Strong track record of creating holistic online campaigns that activate online customers and increase sales
- > Leader in social media marketing and viral video propagation
- > Extensive relationships with online sites and blogs
- > Access to key household decision makers
- > Expertise and resources to activate quickly
- > Proprietary measurement tool **ICEDMetrix™** continuously monitors performance and provides detailed metrics in order analyze results and determine ROI, and maximize campaign initiatives

AGENCY PARTNERS

We have extensive experience working side-by-side with ad agencies, PR firms, and media buying agencies:

- > **AlloyAccess**
- > **Zimmerman**
- > **Arnold**
- > **Mediavest**
- > **BBDO**

TIDBITS

- > Social Media agency of record for **Diesel, Friendly's Restaurant, L'Oreal, QVC** and **Swatch**
- > **1st** to secure **Facebook** vanity urls for clients
- > **Facebook Agency of the Month, December 2009**
- > Early adopter of **GPS-based mobile retail marketing**

CLIENTS

Over the past years we have executed online initiatives for a broad range of clients

SOCIAL MEDIA AGENCY OF RECORD FOR:

Diesel

Friendly's Restaurant

L'Oreal

QVC

Ralph Lauren

Swatch

Capitol Music

Carnival Cruise Lines

CNN

Comedy Central

Dreamworks Films

Fresh Express

Heineken

Hennessy

Interscope Records

Island Def Jam Music Group

Kmart/Sears

John Frieda

MySpace.com

National Basketball Association (NBA)

New York Knicks

New York Rangers

Paramount Pictures

SpikeTV

The N

TheStreet.com

TV One

Universal Records