



We love what we do and our clients do too.

The Archer Group is an interactive marketing agency – a group of highly specialized, seasoned professionals who are passionate, and even a little bit obsessed, about being the best at what we do.

AGENCY MANAGEMENT:

Lee Mikles	Principal
Patrick Callahan	Principal
Michael Derins	Principal
Todd Miller	Principal

EMPLOYEES: 50

CLIENTS:

Armstrong	Dupont
ATI	Gore-Tex
Babcock & Brown	Herr's
Barclays	Kobrand
Chase	Pfizer
Comcast	SunGard
Delta Dental	Warner Bros.

CONTACT:

233 King Street, Wilmington,
Delaware 19801
T: 302.429.9120 F: 302.429.8720

SERVICES:

INSIGHT & PLANNING

business analysis, strategic roadmaps, customer experience strategy, site analytics, persona and scenario modeling, brand monitoring, multi-channel measurement and analytics, emerging platforms development

EXPERIENCE DESIGN

brand experience, user experience, concepting, interaction design, design, copy and content services, information architecture

INTERACTION

display and behavioral planning, gaming, search marketing, mobile, social media, e-mail, digital campaign management, kiosks, digital displays

TECHNOLOGY

OSP certified, web development, e-commerce solutions, mobile applications, content management, data systems development, systems integration, quality assurance, PCI, intranets and extranets

RECENT HIGHLIGHTS:

Apple iPhone Development Partner
Facebook Certified Application Developer
OSP Certification
PCI Certification / Standards Development
Google / YouTube Online Advertising White Paper
Over 60 Creative Awards in 3 Years