

Fact Sheet

Website

www.archer-group.com

Location

233 King Street, LOMA District
Wilmington, Del 19801
T: 302.429.9120
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Background

Founded in 2003, The Archer Group is an award-winning interactive marketing agency serving a diverse roster of clients in the financial services, retail, pharmaceutical and entertainment industries.

We are the people behind Wawa's award winning Hoagiefest online campaign as well as JP Morgan Chase's innovative iPhone GiftPlanner application.

Our full-time, on-site team of professionals create and manage powerful integrated digital marketing campaigns delivering measurable business value.

Great People

40+ Full-time Employees on-site, with expertise delivering:

Information Architecture
User Experience Testing
Eyetracking Usability Studies
Online Advertising
Interactive Design
Microsite Design
PCI Compliant e-commerce
Social Marketing
eMail Marketing
Analytics
Interactive Marketing Strategy
Online Media Buying & Planning

Great Work

From Addies to Webbies, The Archer Group has won more than eighty awards over the past 4 years. Here are some highlights:

Inc. 5000 list by Inc. magazine, recognizing the fastest growing private companies in America - 2008

36th Fastest Growing Company in the Philadelphia Area

Agency Principals

Patrick Callahan,
Chief Operating Officer

Michael Derins,
Chief Relationship Officer

Lee Mikles,
Chief Executive Officer

Todd Miller,
Chief Creative Officer

Archer is independently owned

Contacts

New Business

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Media

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Employment

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About Bob Archer

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Great Brands

We are defined by the success of our clients. Here are a few that we have the honor of working with:

- Armstrong
- Babcock and Brown
- Barclays
- Delta Dental
- DuPont
- Kobrand
- JP Morgan Chase
- Pfizer
- Warner Brothers
- Wawa