

## Brilliant Blue – Laguna Beach, CA



### Member Overview

Brilliant Blue is a dynamic, new media marketing agency - delivering fresh ideas, growth strategy consulting, best-in-class brand building, creative and advertising, web, interactive, technical database/enterprise platforms, and full agency support - to help our clients create growth for their businesses.

Our world class capabilities and support services help our clients be best in their markets by connecting and interacting more successfully with their customers - in today's cluttered, highly competitive world.

We work with clients in multiple industries including the insurance, financial services, real estate, banking, health and medical, consumer packaged goods, and several other markets.

We connect you to your customers with smart solutions – ideas, strategies, and platforms that create and build on-going relationships with your target audience, to create value.

Our true strength is bringing our clients "new ideas" to grow their business. B2B or B2C in multiple channels - we excel at developing smart new ideas and innovations, then cost-effectively implement them for our clients.

Our Mission: *"Help our clients build strong brands and solutions that help them effectively "connect" with their customers."*

### Member Leadership

- » Peter Ashworth – Principal & CCO – [peter@brilliantblue.com](mailto:peter@brilliantblue.com)
- » Christine Taylor – Director of Operations – [ctaylor@brilliantblue.com](mailto:ctaylor@brilliantblue.com)

### Member Value Proposition

We're not like any other agency you've ever worked with. We've replaced the old ad agency model with one that intelligently merges the three distinct elements of new marketing and business-building – strategy, creative, and technology – into one company.

We're different by design. We're a world-class team of MBA consultants and business strategists, Madison Avenue advertising professionals and smart technology experts. As a world-class creative shop, we are as good at developing ideas & smart strategies – as we are at delivering on today's best-in-class platforms, on all 3 screens [TV, computer and mobile].

We're obsessive collaborators. Every discipline and every department plays a cross-disciplinary role in helping enhance the customer experience, streamline customer acquisition and accelerate corporate growth. Creative and technical solutions. Strategists, copywriters, interactive developers, creative brand-builders, design professionals, QA, UX, project managers, mobile, and technologists all contribute as they explore every avenue of communication and potential for human interaction. Some see these capabilities as contradictory – we see them as synergistic.

### Member Contact Information

#### Brilliant Blue

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