



Creative Good is a New York-based customer experience consulting firm focused on improving companies and brands by understanding customers and developing strategies to include them.

**EXPERTISE**

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**Business Insights**

Stakeholder interviews  
Business discovery  
Metrics analysis  
Research design

**Customer Insights**

Listening labs  
Ethnographic research  
Mobile ethnography  
Customer journeys

**Experience Strategy  
Development**

Strategy workshop  
Business design  
Experience strategy  
Organizational strategy

**Design**

Wireframing  
Experience roadmapping  
Design prototyping  
Interaction design  
Experience design  
Service design

**VALUE WE ADD**

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We significantly and measurably improve the client's business – by improving the overall customer experience through a customer inclusion process.

We help to uncover the customer insights that will point the way to business success.

We build business strategies that work with stakeholders.

**HISTORY**

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Creative Good was founded in 1997 by Mark Hurst. We are the first customer experience firm in the world, having pioneered the approach of including customers in digital business.

**SECTORS**

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Media  
Retail  
Finance  
Beauty, Fashion & Luxury  
Healthcare  
Tech & Telecom  
Travel & Hospitality

**SELECTED CLIENTS**

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American Express  
Bayer  
BBC  
Blue Cross Blue Shield  
Capital One  
Conde Nast  
eBay  
The Economist  
ESPN  
Estee Lauder  
Facebook  
Follett  
HBO  
Hoovers  
IHS  
Kate Spade  
New York Times  
Reebok  
VFC/Northface

**MADE BY US**

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**We have designed and launched these experiences:**

**GEL Conference**  
Customer experience-focused conference since 2003

**Good Todo**  
Online productivity platform

**Customers Included**  
Book published in 2015

**Brooklyn 1776**  
iOS strategy game

**CONTACT:**

www.creativegood.com

Mark Hurst, Founder and CEO

mark@creativegood.com

601 West 26th Street  
Suite 325  
New York, NY 10001  
+1.646.350.3636