

180 Interactive

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SMALL BUSINESS AWARD

1st Place East Side Professional Services

Rebooting Online Commerce

By Dan Haley

Online marketing just did a one-eighty.

180 Interactive is a high-tech marketing firm that specializes in multimedia work, logo design and marketing collateral, or the collection of media used to support the sale of a product or device.

Though many of 180's clients are Fortune 1,000 corporations, the company provides technical assistance to businesses of all sizes.

"Some of our clients are mom-and-pop operations," said Ron Breakstone, the firm's owner.

Breakstone stressed that 180's goal is to make high-tech marketing a fully interactive experience for clients, to take them through the whole process and let them direct and control the operation in a way that other online marketing firms do not.

"We prefer that our clients understand 180 Interactive's processes as they are central to what we do, how we operate and why we excel," Breakstone said. "Our history of exceeding client expectations and developing ideal interactive experiences more than confirms this."

180 is winner of a 2004-2005 Standard of Excellence Webaward and a 2005 Webby award.

In addition to working in the private sector, 180 also counts charities and nonprofits among its clients.

"We work with a number of different nonprofits," Breakstone said. "We have a real niche with urban development."

The company designed Web sites and has been contracted to perform multimedia functions for Bayonne Town Center, Bergen County, and Stamford Downtown Special Services District. 180 also provided Web services for American Friends of Jordan River, a nonprofit association founded by Paul Newman that gives seriously ill children the chance to experience camping and outdoor life.

Breakstone started 180 Interactive shortly after 9/11.

"I was working for a digital firm downtown and after 9/11 the economy soured," he said. "I moved uptown and decided to take the opportunity to launch my own business." ■



Ron Breakstone, founder of 180 Interactive.

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