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UNISON CLIENT BASE GROWS AT A RECORD PACE

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In the last quarter of 2011, Unison Agency, a leading brand and digital agency located in the Georgetown neighborhood of Washington, DC, has continued a period of dramatic growth, expanding its impressive client base across a variety of industries.

In the not-for-profit field, Unison has teamed up with the **Smithsonian Institution's Live Butterfly Pavilion**, located in the National Museum of Natural History, to create an innovative, fresh campaign strategy utilizing the exhibit's existing collateral. Over the next several months, Unison will define the comprehensive campaign brand architecture that will guide the implementation of future digital assets.

Likewise, Unison is now building a new brand image, messaging and marketing assets for **Opportunities Industrialization Centers International (OIC International)**. The non-profit, headquartered in Philadelphia, trains socially and economically underprivileged adults and youth with the skills to transform their lives and communities. The fresh logo will reflect the unique value of OIC International while increasing awareness among its' constituent community.

Meanwhile, building on its food and retail services industry experience, Unison has been selected by **Salsarita's Fresh Cantina** to produce a dynamic website and video. The fastest growing franchise brand aims to update their digital presence while creating a consistent brand message across all franchise locations and touchpoints.

Moreover, in the financial services industry, Unison is partnering with **Sands Capital Management**. The independent investment management firm, located in Arlington, Virginia, is looking to develop a memorable and refreshed web platform to mark their 20th anniversary. Additionally, Unison will design a distinctive brand identity and launch a dynamic website for **Sands Capital Ventures**, a separate investment group within the Sands Capital Management firm.

"Despite a challenging global economy, Unison is in the midst of a dramatic period of growth," said Robert Fardi, president and co-founder of Unison. "Our strategy of focusing on developing emotional capital for our clients' brands is proving effective. The future is looking good and as we continue to grow, Unison will maintain our focus on creating memorable brand experiences. If we do that, we can't go wrong."

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ABOUT UNISON

Unison is a full-service brand and digital agency that develops integrated solutions by combining strategic, creative and technological capabilities to advance our clients' brands across all touch points. The agency fosters enduring customer devotion by creating digital brand experiences that bridge the gap between offline and online interactions.

Unison strives to create rich, engaging and truly emotional experiences in the digital realm. By combining high-impact media and seamless usability with the latest technology in e-commerce, social networking and digital mobility, Unison designs online brands that are multifunctional, multi-sensory and multi-platform.

Unison has experience building powerful brands across a wide range of industries, including financial services, government, food service, retail, manufacturing, real estate, pharmaceutical, fashion, entertainment/media, consumer packaged goods and beauty products.

Over the span of a nearly a decade, Unison has worked with clients in twenty-seven countries around the world, demonstrating its belief that artfully designed brands are universally engaging and transcend cultural and linguistic boundaries.

For further information, please send us an email at info@unisonagency.com or call 202.337.7887.