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UNISON APP FOR BE RIGHT BURGER SELECTED AS THE FWA MOBILE OF THE DAY.

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Unison Agency, a brand and digital agency based in the Georgetown neighborhood of Washington, DC, is pleased to announce that the mobile app the agency created for the hamburger joint Be Right Burger (brb) has been selected for the Mobile Of The Day (MOTD) Award by the FWA for January 20, 2012. FWA is an industry recognized award program, established in 2000, showcasing projects that use cutting edge technology, leading the way for future generations.

Unison's launch of the mobile app for brb marked the culmination of a months-long branding initiative. Unison developed the company name, logo, and brand strategy as well as the creative execution and development of all digital touch points, including in-store kiosks, a website and, of course, the mobile app the FWA has recognized with its award.

The app works in concert with the self-service kiosks, allowing customers to skip the wait in line by placing their own orders on the fly from virtually anywhere. For the entire day of January 20th, 2012, Unison's winning app will be featured at, <http://m.TheFWA.com> and after the 20th, it will reside in THE FWA mobile winner archive. The free brb app is available for both iPhone and Android platforms.

"Unison is thrilled to receive the FWA award for our brb mobile ordering application," said Julius Talvik, creative director at Unison. "brb views itself as a cutting-edge blend of old and new—hamburgers meet technology—and the mobile app allowed our team to experiment with the best ways to connect with brb's self-sufficient and digitally aware customers. The app lets them take control of and own their ordering experiences, from assembling personalized burger creations to selecting an order pick-up time. We are proud to accept this award and are looking forward to building on this success in our next application."

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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.