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# UNISON ANNOUNCES NEW CLIENT ENGAGEMENTS

WASHINGTON DC, JUNE 9, 2010

During a busy second quarter of 2010, Unison Agency, a Washington DC brand consultancy, continued to expand its client base across several key industries. Unison teamed up with **FANATIX**, an innovative online community for sports fans, to position and launch the brand. FANATIX will stand apart from the crowd by combining clever organizing of unique sports content, pushing the limits of well-known community features, and integrating cutting-edge media and mobile apps into its anywhere-anytime presence.

Unison has also been tapped for the website redevelopment of **Wayfarer Aviation**, a leading national provider of private aviation services with an admirable legacy and rich heritage. Unison has commenced an extensive research and discovery phase to develop a compelling brand strategy that enables the company to identify and communicate its unique value in the marketplace. The result will be an engaging interactive strategy that ensures the Wayfarer Aviation brand is respected by the target audience and synonymous with impeccable client service.

Unison likewise began an engagement to advance the brand of the **Endeavor Group**, a company providing strategic and legal services to world visionaries to extend their sphere of influence. Unison's goal is to build upon the company's esteemed brand, clearly position the firm within the appropriate peer set, and reinforce desired perceptions among their stakeholders. This effort will include implementation of brand strategy refinement, a new visual system that captures the refined positioning, and an enhanced website that includes a visual redesign, strategic messaging, and the integration of a user-friendly content management solution.

On the dining and hospitality front, Unison has been selected to partner with **Yola**, an up-and-coming yogurt and coffee restaurant in the DC area, in its effort to define a groundbreaking new identity and strategy. Involved since the project's inception, Unison will provide a brand strategy and logo, a dynamic visual system and comprehensive brand guidelines that will inform ongoing brand management efforts. Unison will also develop an engaging website that will serve as the critical centralized brand touch point for Yola's various audiences.

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## ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

Unison's industry expertise includes: Financial Services, Public Sector, Retail, Manufacturing, Real Estate, Publishing, Pharmaceutical, High Fashion, Entertainment and Media, and Consumer and Beauty Products.

For further information, please send us an [email](#) or call 202.337.7887.