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# ONWARD AND UPWARD: UNISON ANNOUNCES CLIENT ENGAGEMENTS

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Unison continues to expand its portfolio in the local Washington D.C. area, teaming up with a leading organic dining service, **Sweetgreen**, to fully redesign its online presence and web capabilities. The launching of Sweetgreen's new online presence will allow visitors to learn more about its fresh, organic foods and prompt service, while highlighting the company as a modern, innovative force for "environmentally conscious" dining and hospitality services.

In addition, the reconstruction of the Sweetgreen site will supply media and investor audiences access to information concerning the company's objectives, including the latest news and press releases. These developments produced by Unison are enhanced by the latest interactive media technologies and supported by Unison's Fuseon™, a flexible, easy-to-use Web-based content management system. With Fuseon, Sweetgreen retains comprehensive editing capabilities and full editorial and publication control of its online messages.

Unison has been tapped to support **Bowie Gridley Architects (BGA)** in identifying its core brand position in the crowded but key mid-Atlantic region. Unison is in the middle of a substantial research phase that will yield an overarching brand strategy that will place BGA among the elite Washington architecture firms as a partner that understands the role and the place of architecture in the communities served. Subsequent work will include identity, core messaging, marketing collaterals, a new website—powered by Fuseon, of course—and several initiatives that will help firmly establish BGA's new positioning.

On the international front, Unison again expands its footprint abroad, working in conjunction with the **Habboush Group** to create a dynamic corporate video illustrating the company's new developments and projects. Habboush Group is a premier construction and technical team located in Turkey and the GCC that specializes in power, oil & gas, geological, hydrological, civil, and structural engineering. Harnessing Unison's technological acumen, Habboush Group's campaign will include message strategy to provide visitors insight into the company's objectives, recent advancements in the rapidly changing construction industry, and Habboush's key initiatives in leading markets worldwide.

Other recent Unison projects include providing a leading international development organization a detailed **feasibility study on hosting an international congress** in Washington, DC. Unison evaluated multiple scenarios, recommending an array of branding, interactive, and fundraising strategies for an all-encompassing, strategic platform by which the organization might achieve optimal communication with its target audiences. The proposal will unify the organization's objectives and reinforce the company's values as leaders of world development and social change.

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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.