



INTEGRATED MARKETINGWORKS

A COMMUNICATIONS COMPANY

FOR IMMEDIATE RELEASE

Contact: Liz Wilkins
lwilkins@imwcommunications.com
(714) 557-7100 x228

IMW UNVEILS NEW LOOK IN CELEBRATION OF 20TH ANNIVERSARY

COSTA MESA, Calif. (November 2, 2011) — Integrated MarketingWorks (IMW), an integrated communications agency based in Costa Mesa, is gearing up for its 20th anniversary with a new logo and branding platform that represents the agency's forward momentum and renewed energy as it proudly celebrates the milestone.

Recently, IMW purchased a new office building in Costa Mesa and expanded its leadership team with the addition of VP, Account Director, Liz Wilkins. The agency was also honored with three prestigious industry awards on behalf of two key clients, Sunkist Growers and The Avocado Producers and Exporting Packers Association of Michoacan (APEAM). IMW's new branding platform further propels the agency on a positive track forward.

"IMW is stronger than ever, and we're excited to embrace the future with a new look and expanded expertise," said Kari Bretschger, IMW President and CEO. "We've had the privilege of working closely with exceptional clients throughout our 20-year history, and we're thrilled to be able to build

on that success by bringing fresh, new thinking to our current clients and future partners.”

The new logo is influenced by IMW’s commitment to seamless integration. The circle around the letters represents a continuous cycle of idea generation and full-service support, as well as a process of collaboration. The "i" is a part of the circle and reinforces the agency’s "integrated" approach, which has set it apart from other local firms.

In addition to the new logo, IMW will be introducing a refreshed website and offering clients a new TrendScan report based on the latest consumer demographic and psychographic research.

For more information on IMW and other agency news, please visit www.imwcommunications.com or follow us on Twitter at twitter.com/imwcomm and Facebook at facebook.com/integratedmarketingworks.

About Integrated MarketingWorks: Incorporated in January, 1992, IMW is an award-winning integrated communications agency offering services that include: strategic planning, advertising, public relations, social media marketing, nutrition marketing, promotions, interactive/digital, Hispanic marketing and more. Representing clients in a broad range of both consumer and B2B industries, IMW provides complete communications solutions driven by experienced professionals with connectivity at all stages. IMW is associated with the Innisbrook Group – a national affiliation of marketing communications agencies. For more information, visit www.imwcommunications.com.

#