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Top-Level Companies Recruit Philadelphia Agency 20nine to Fuel Growth

Philadelphia Agency 20nine Wins Big by Rebranding the Archetypal Ad Agency

Philadelphia, PA - October 14, 2011 - 20nine, a hybrid branding agency, is proud to announce its partnership with several top-level clients.

With big brands storming away from Madison Avenue into smaller cities, 20nine rebranded from an "ad agency" into a "creating" agency to win business. Unlike agencies that define themselves by a channel or a specific industry, 20nine defines itself by the type of problems it solves.

"Over the past 18 months, we've been working with some of the most innovative companies in their respective industries, rethinking and revolutionizing the way they do business through our proprietary insight-based innovation methods," said President and CEO Greg Ricciardi.

20nine's influx of top-level clients includes:

LumenOptix

20nine was tasked to create a forward-facing "agent portal" for Westinghouse Lighting Solutions, a highly successful and profitable division within Westinghouse, that would assist sales agents and help transition the company from a traditional catalog-based system to a more web-based solution.

With the guidance of 20nine, the company then decided to break away from its parent company and launch an entirely new and autonomous brand for itself – *LumenOptix*. 20nine developed the inaugural website and devised a comprehensive visual branding system that supported and promoted the new LumenOptix brand. The distinctive brand mark and accompanying identity system set things in motion, and generated real cache for the newly minted brand.

Tremor Video

Tremor Video, the largest independent online video technology company, tapped 20nine to focus its fast-growing brand, resulting in a name change from Tremor Media to Tremor Video. The new name reflects the growing appeal of streaming

video in consumers' lives and Tremor Video's unique ability to help marketers reach these consumers through traditional web, mobile, tablet and internet TV platforms.

20nine also created the brand identity, tagline, and positioning with the popular 'Magic Meet Metrics' campaign and is gearing up for another launch to further elevate brand awareness for Tremor Video.

Pet360

20nine partnered with Pet360, a leading Pet ecommerce, community, and information company, to embark on a prestigious and innovative online project launching October 2011. 20nine has also been tasked with a full company rebrand, company strategy, and brand architecture surrounding the Pet360 online user experience.

Additional client wins include private equity firm LLR Partners, New Spring Capital, employee assistance program CCA, Good Shepherd Penn Partners, Watchdog Project Management, and Boenning and Scattergood.

ABOUT 20nine

20nine helps clients manage change, create deeper connections with the customer and grab a bigger piece of the future. The agency works best with clients who know where they want to be, and know they need the right strategic and creative partner to help them get there. Bringing the same energy and level of expertise to clients whether they're regional, national or global clients, 20nine becomes champions for their brands. For more information, visit www.20nine.com