

Trapp Corp. Enlists Fisher, an Award-Winning Advertising Agency, in New Marketing Relationship

Nationally recognized agency to direct branding refresh and sports marketing campaign for the service agnostic IT consulting company.

Scottsdale, AZ. – October 15, 2014 – Scottsdale-based Trapp Corp. is delighted to announce their new marketing relationship with Fisher, a nationally recognized multidisciplinary design firm located in Phoenix, Arizona. This endeavor initiates Trapp's latest rebranding efforts to better represent the comprehensive technology services and solutions offered.

Trapp Corp. and its subsidiaries are industry-leading cloud, Internet, and managed IT service providers in the Southwest region. "As Trapp gains rapid momentum towards national expansion, the need to develop a strong and cohesive brand strategy quickly emerged," says David Trapp, CEO of Trapp Corp. "We've long admired Fisher's high quality advertising and media campaigns for Fortune 500 companies and major sports franchises, like the NBA Phoenix Suns. We look forward to working closely with Fisher to align Trapp's marketing strategies, represent our brand's story, and support our long-term vision of local and national growth."

Trapp's overall rebranding strategy, already underway, entails a complete logo refresh, local and national advertising and media placement, multimedia and web development, and print and digital collateral design.

As the Phoenix Suns' current ad agency, Fisher is in an ideal position to combine both visions in Trapp's upcoming campaigns featured during Suns' games and television broadcasts.

"At Fisher, we have a passion for tech clients because they understand better than most the power of digital thinking," says Greg Fisher, President and CEO of Fisher. "Partnering with Trapp, we'll have the opportunity to leverage a lot of our capabilities as we position them for regional and national growth—from branding design and digital development, to strategic planning and advertising. It's an exciting challenge. We welcome the opportunity to prove that our problem solving and creative thinking is once more, up to the task."

About Trapp Corp.

Trapp Corp. combines the very best cloud, Internet, IT managed services, and IT consulting to provide a true all-in-one IT solution for businesses who seek to cut IT costs and leverage technology to grow revenues. Trapp's services are designed to appeal to the growing number of medium-sized businesses looking to outsource more IT infrastructure and application management services to help reduce total cost of ownership and free up internal resources, as well as those companies seeking the skills and support to quickly complete complex IT projects. For more information, visit trappcorp.com.

About Fisher

Fisher is a multi-disciplinary communications firm with 20 years of design, branding, advertising, and digital experience partnering with clients ranging from established Fortune 500 companies to industry-disrupting startups. We are the brand behind the brands, and we strongly believe that no problem can withstand the assault of sustained thinking. For more information, visit fisherphx.com.

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