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NEW BREED MARKETING COLLECTIVE SHARED VISION EXPANDS TO SUPPORT GROWING CLIENT BASE AND HEIGHTENED TEAM CAPACITY

New Breed Marketing Collective Shared Vision Expands To Support Growing Client Base And Heightened Team Capacity

ATLANTA (FEBRUARY 2015) – For the past nine years, *‘Fresh Thinking for Sale’* hasn’t just been a catchy tagline for Shared Vision Marketing. It’s a guiding principle for this new breed marketing agency that blends traditional advertising agency, consultancy firm and customer-intimate marketing support. And they’re taking Atlanta by storm as they announce today the move and expansion of its offices to better serve and accommodate its growing team and client landscape.

Newly headquartered in the Ottley Drive area of Atlanta – a growing business community that boasts neighbors such as Sweetwater Brewery – Shared Vision also has full-service offices in St. Petersburg, FL. Led by Co-founders Douglas W. Jackson and St. Petersburg based Michelle Tannu, Shared Vision helps accelerate demand for products and services by developing smart, relevant and actionable marketing plans for clients of all shapes and sizes.

“We are a full-service, industry agnostic agency that provides marketing and advertising “bench-strength” with experience working on some of the world’s most recognizable brands,” said Jackson a 20+ year marketing veteran including companies such as Kraft Foods, The Coca-Cola Company and Procter & Gamble. “While we’re elated about our growth during the past nine years, we stay focused on our clients and keep their satisfaction as the standard-bearer of our success.”

Making quite a “splash” in the spirits, craft beer and beverage industries, Shared Vision’s fresh approach is leveraged against an impressive list of clients including Smirnoff, Crown Royal, and Big Storm Brewing Co. Shared Vision has also served clients such as Delta Air Lines, De Wafelbakkers Pancakes, The Intercontinental Hotel Group, CUES and Glory Foods among others. Recently Shared Vision has led the digital activation of reality programming for Smirnoff and VH1 and has been tapped to create branded entertainment models for a plethora of brands, representing the growing mix of entertainment marketing expertise in the Southeast.

In addition to its new office space, Shared Vision recently promoted Kaylee Keen to Senior Account Executive and hired Liz McMann as an Account Coordinator and Casey Paquet as an Associate Creative Director. The team marked its successes with an Open House welcoming dozens of clients, partners, staff and other key stakeholders at its new offices in Midtown Atlanta.

For more information on Shared Vision Marketing visit www.shared-vision.net. Join in on lively discussions and stay connected at <https://twitter.com/sharedvisionmkg>, <https://www.facebook.com/sharedvisionmkg> and <https://www.linkedin.com/company/shared-vision-marketing>. For press inquiries, contact Nichole Taylor at taylor@taylorcommunicationsgroup.com.

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