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SimpsonScarborough Acquires Digital Media Agency

Washington, DC: SimpsonScarborough has acquired Knowble Media, a digital media agency that specializes in website design and video production for higher education with offices in Columbus, OH, and Rochester, MN.

The acquisition expands SimpsonScarborough's list of services to include digital offerings in addition to research, strategy, and creative. Knowble's co-founders Bob Rafferty and Ross Ballinger join SimpsonScarborough as Vice President, Digital, and Associate Creative Director, Video, respectively. All of Knowble's employees accepted similar roles with SimpsonScarborough and are already embarking on new projects together.

"This acquisition is about being true strategic partners to our clients – not just offering a more comprehensive list of services but developing meaningful long-term relationships that allow us to help colleges and universities to achieve their mission even in the toughest of conditions," said Elizabeth Scarborough Johnson, CEO and Founding Partner. "It's no secret that the reputation of higher education as a whole has taken a severe hit over the past decade, but our confidence in its power to change the world hasn't waned. We believe that higher education must thrive. Our nation's colleges and universities are essential to the health and welfare of our people and our world. They're going to eradicate poverty, cure disease, end systemic racism, and save the planet, and that's why we continue to solve the problems of – and advocate for – our entire industry."

SimpsonScarborough has long been known as the leader in higher education market research, helping to set a precedent for data-driven branding and marketing within the industry. They've worked with more than 300 colleges and universities around the country including current engagements with NYU, Butler University, University of Washington, North Central College, Brandeis University, and William & Mary. Headquartered just outside of Washington, DC in Alexandria, VA, SimpsonScarborough has additional offices in Ohio, California, and Minnesota.

About SimpsonScarborough

A woman-owned firm, SimpsonScarborough is the data-driven partner for higher education marketers and was founded in 2006 with the steadfast belief that the best higher education brands are built, measured, refined, and expressed through research. Learn more about SimpsonScarborough at simpsonscarborough.com

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If you would like additional information about SimpsonScarborough, Knowble Media, or would like to schedule an interview, please contact Malachi Koop at mkoop@simpsonscarborough.com or 773.968.8375