

**FOR IMMEDIATE RELEASE**

## **E-Graphics Denver Opens Its Doors**

Denver, Colo.—January 7, 2013—After several months of preparations, E-Graphics Denver officially opens its doors for business today. A full-service marketing execution/implementation company, E-Graphics Denver is part of a global network that's 32 offices strong, and it is singularly positioned in the metro-Denver region as a production house with close creative-agency ties.

"We have a strong print heritage," noted Brad Green, Vice President, "and a strong relationship with our parent agency [The Integer Group®]. That gives us a unique perspective on how to engineer holistic, custom solutions for our clients."

Fully staffed and operational, E-Graphics Denver is home to production artists, designers, illustrators, retouchers, and digital specialists. They also have a team dedicated to asset management and technology advancements, a copyediting group, and a team focused solely on quick-to-market messaging results.

With hundreds of years of combined experience and know-how, E-Graphics can easily bridge the communication chasms other production houses can't. "E-Graphics understands the dynamics of how the brand, the agency, and the vendor supply chain all interrelate," said Sammy An, Vice President. "That's how we can more readily identify needs and implement solutions."

Both E-Graphics and Integer have a worldwide chain of offices, from locations in Europe to Asia and even South Africa. The network of capabilities and the interweaving of worldwide knowledge make E-Graphics Denver a prime option for companies looking to extend their global marketing reach.

"We're excited about what lies ahead in the future of E-Graphics," Green said. "Our skills, resources, and drive are second to none." He added, "Plus, our thinking is unique—it propels novel solutions and makes us a preferred resource."

### **About E-Graphics**

E-Graphics ([www.e-graphics-denver.com](http://www.e-graphics-denver.com)) is part of a worldwide network of marketing implementation companies. With 32 offices in 14 countries, E-Graphics specializes in a broad spectrum of disciplines that create solutions and engage national and local market opportunities. From art file build and production to digital development, from traditional illustration to 3-D illustration/rendering, from photography to image manipulation, and from workflow design to asset management, E-Graphics Denver draws on a wealth of experience and knowledge to customize integrated solutions.

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**Integer's Velocidad: Street-Smart**

Denver, Colo.—June 26, 2007—With locations in Denver, Houston, northern New Jersey, San Diego, and the Bronx, The Integer Group's Velocidad branch—devoted to marketing to the young-adult Hispanic consumer (aged 21–29)—is showing its street smarts.

Velocidad was formed so that The Integer Group® (a national promotions/marketing agency) could help its clients understand and truly make a commitment to the Hispanic market—not only on a business level, but on the level the consumer navigates daily: the streets. “The Integer Group is a marketing agency positioned at the intersection of branding and selling. We’re not traditionally an event- or Hispanic-focused agency,” remarked Scott Richards, Executive Vice President of The Integer Group. “But our Velocidad team allows us to expand to the realm of event marketing with a Hispanic focus.”

Integer created Velocidad to “capture the young-adult Hispanic consumer. We wanted to accelerate the brand-adoption process of that consumer through retail advertising, local-event programming, and planned retail execution,” noted Ralph Alvarez, Account Director and one of the several Integer folks who “live and

breathe” the Integer offshoot. “Velocidad isn’t about big ideas or promotional messaging but about the ability for our brands to go to market and interact with the consumer at the street level,” added Marcus Jimenez, Creative Director.

Integer has two goals for its most youthful branch: in the short term, Velocidad is to create—not sell—the image that each brand they promote is *relevant* to the Hispanic lifestyle. In the long term, Velocidad is to allow the Hispanic consumer to assimilate with the promoted products, to adopt those brands as his own.

In Spanish, *velocidad* literally means velocity. The essence of Integer’s initiative is speed in results (as seen through sales volume and brand adoption); it’s based on the idea that people can create change in the marketplace. Velocidad has used this philosophy to focus on the consumer by creating events that are *experiences*—when a consumer enters a location, he enters an entire zone, complete with a set, props, costumed models, and “bigness.” It’s about “magic and voodoo,” said Alvarez. “We provide experiential events that allow consumers to interact in unique and dynamic ways they’ll never forget.”

The fledgling Velocidad team is a group of people who were hand-selected for their diverse backgrounds. “We have a creative unit that’s a mix of Caribbean- and Mexican-Hispanics who are both immigrants and acculturated. That’s a pretty dynamic group,” noted Remo Mazzini, National Supervisor. “We sought out people specifically to provide perspectives, points of view, and background knowledge.” All of which means tailored results.

While most Hispanic-focused marketing agencies operate above the line (i.e., they focus on brand work and blanket-oriented programming), Velocidad operates below the line—the group focuses on “impacting the consumer and creating a buzz,” said Alvarez. “If we’ve done the job well,” he added, “we’ll be able to hear that buzz on the streets. Our interactive programs are uniquely tailored to an actual volume result at the *street level*.”

The exciting part is that the success of this promotions- and events-focused template can transfer across channels. “Our approach allowed us to apply Integer’s methodology to marketing to the Hispanic consumer,” noted Richards. “We have the capabilities to address a specific market, and the results we’re seeing have proven we can do it.”

### **About Integer**

The Integer Group is one of the nation’s leading promotion and marketing agencies. The agency creates campaigns to support retail, field, and promotional marketing for clients and categories that include food and beverage, packaged goods, telecommunications, financial services, home shelter and appliances, sports apparel, eyewear, retail jewelry, and more. An Omnicom company, The Integer Group has offices in Dallas, Denver, Des Moines and Cleveland, as well as field offices across the nation. For more information, visit [www.integer.com](http://www.integer.com).

### ***About Omnicom***

Omnicom, Inc. (NYSE: NMC), is a leading global marketing and corporate communications company. Omnicom’s branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations, and other specialty communications services to over 5,000 clients in more than 100 countries.

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## **Local Group Holds Vendor Fair to Battle Leukemia**

Westminster, Colo—September 9, 2010—A local group of runners are working tirelessly to raise money for Team in Training, in honor of a Westminster boy who is currently battling the cancer.

Kim Mattei, Betsy Ressler, Katie Finland, and Bryan Finland are all associated with Woodrow Wilson Academy, the Westminster charter school where the fifth-grader currently attends. “He’s such an inspiration,” Mattei noted of the boy. “When I get tired, I think of what he’s going through, and I find the energy to keep working.”

Several months ago, wanting to do what they could to aid the family and show their support, the group looked toward Team in Training as a way to pledge their efforts in the fight against Leukemia. They chose to train toward a half marathon in October, a race that will mark the longest distance most of them have run so far. “I started running just this spring,” noted Ressler. “The training has been grueling, but every day, I get stronger. I’m really looking forward to crossing the finish line and knowing I’ve done it for Andrew.”

For the October race, each TNT participant needs to raise \$4,200; so far, collectively, they’ve raised nearly \$10,000. The group has had some creative methods to garnering donations, including a school summer barbecue, ice cream events, and a beauty-salon event. This weekend, they’ve organized a vendor fair in Westminster. Local representatives will be showcasing their products, with featured items from Arbonne, Petlane, Premier Jewelry, Usborne Books, and many more. “We’ve got a wide array of vendors, and each will donate a portion of their sales to LLS,” said Mattei. “There’s going to be something for everyone here—and the best part is that everyone wins!”

The event, held at the Legacy Ridge Club House at 10515 Stuart Street in Westminster, will run from 1 to 5 p.m. this Sunday, September 13. There is no charge for admission, and concessions will be available. For more information, email Kim Mattei at [kimmyswimmy@msn.com](mailto:kimmyswimmy@msn.com).

### **About Team in Training**

[Team in Training](#) is a nonprofit sports-training program that assists participants in reaching their goals—both in raising donations for LLS and in achieving success in marathons, half marathons, triathlons, and more.

### **About LLS**

The [Leukemia & Lymphoma Society](#) (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. We have invested more than \$680 million in research since 1949—over \$69 million in 2009—specifically targeting leukemia, lymphoma and myeloma. Last year alone, LLS made 4.9 million contacts with patients, caregivers and healthcare professionals.