



Engauge's Pittsburgh Office Strengthens its Focus on Package Design

Pittsburgh, PA (October 17, 2008) -- In a surprising move that many in the industry believe will leapfrog the agency over its competition, Engauge, North America's most innovative communications, digital, and direct agency, has dedicated its Pittsburgh office to focus more on the creation of packaging designs for its blue-chip clients.

It's no secret that the packaging industry brings its own set of unique challenges in creating designs that capture the consumer's attention, while at the same time integrating the functionality and performance of the package.

Nick Bandy, President of Engauge Communication, said of the highly competitive move, "In the agency business, change is constant, and staying in front of change is paramount. Engauge is always ahead of the curve in order to keep our clients on the forefront of capturing more market share and strengthening their customer relationships. Reinventing our Pittsburgh office with a focus on package design while also continuing to provide world-class advertising and graphic design will prove mutually beneficial for our clients and Engauge."

The packaging design designation brings together a team of creative package designers and account service team members who understand the intricacies of developing designs that express the many elements that go into today's modern packaging.

Bandy went on to say, "The supermarket or grocery store shelf is one of the few places where a consumer cannot 'turn off' an advertising message. It's also where competition for consumer attention is greatest, as consumers often make their buying decisions based on product packaging. Engauge understands that many different facets of design are needed in packaging, which not only have marketing impact, but also seamlessly flow into the functionality and use of today's packages. By bringing together design experts who understand the packaging industry and what consumers want, from ease of use and storage, to waste reduction and recyclability, we know that this will better serve our packaging clients, and ultimately, the consumer."

Engauge's Pittsburgh office will ensure that Engauge maintains its leadership role in providing extremely effective communication and marketing services for its clients by utilizing traditional communications and innovative digital and impactful direct elements.

Engauge Background: www.engauge.com

Engauge breaks new ground with its Centers of Excellence (Brand Communication, Interactive, and Direct Marketing), which create holistic solutions in a truly collaborative way for the first time. The result is that marketers have an improved ability to connect with the consumer or business customer, no matter where the conversation takes place. Engauge serves clients large and small, from packaged goods to technology, and solves marketing problems for both regional and global brands. With offices in Columbus, Austin, Atlanta, Pittsburgh, and Orlando, the Engauge client roster includes such companies as Kraft Foods, Best Buy for Business, Chick-fil-A, Mars, Coca Cola, The Home Depot, Sony, Logitech, and Huntington Bank.

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