

the design channel

the design channel, llc

news release

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For Immediate Release

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Corporate Executive Board hires The Design Channel to help launch new middle market initiative.

Agency to develop positioning, branding and marketing communications for new series of leadership development programs.

WASHINGTON, DC/BALTIMORE, MD, October 20, 2006 — The Design Channel (TDC), a branding and integrated marketing communications company, has been contracted by the Corporate Executive Board (CEB) to create a positioning strategy, brand aesthetic and collateral materials for its new series of leadership development programs designed for executives at mid-sized companies.

For over 25 years, CEB has been helping executives of some of the world's largest companies and non-profits solve their most urgent problems with best practices research, decision support tools, executive education and peer networking. With over 2,400 members, 75% of the Fortune 500 companies are represented in CEB's membership. The organization is now customizing these tools and resources for senior executives in mid-sized companies in marketing, finance, human resources, legal and information technology.

The contract, which begins immediately, will include the development of a positioning strategy, tag line and branding approach that will be executed in a suite of corporate collateral and sales materials. "This is the first time in the organization's history that we've brought in a professional branding and marketing firm. We're confident that the Channel team will bring a fresh, yet strategically sound perspective to this important growth initiative," said Jill Baranick, Marketing Director for CEB Middle Market Services.

With offices in Washington, DC and Baltimore, MD, The Design Channel provides a full range of integrated services, including branding, marketing and advertising, direct marketing and interactive media.

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