

the design channel

the design channel, llc

news release

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For Immediate Release

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The Design Channel is awarded agency of record for the MyFlorist account.

Agency to create new branding strategy and marketing communications for nationally recognized florist.

WASHINGTON, DC/BALTIMORE, MD, July 15, 2007 — The Design Channel (TDC), a branding and integrated marketing communications company, has been hired by MyFlorist & Exclusively Roses to develop a new brand aesthetic and messaging for the company and roll out a new advertising and marketing campaign.

Located in McLean, MyFlorist is a local family business that has been serving the Washington, DC metro area since 1989. Prominent amongst nationally ranked full-service florists, the company has built its success around distinctive design, a large selection of fresh quality flowers, and professional service.

The contract, which begins immediately, will include the development of a branding approach that will be executed across the company's collateral materials, direct mail, and web site. According to TDC President, David Franek, "The owners of MyFlorist, Brad and Penha Parker are very passionate about their business. We are excited to create a brand that conveys the passion and professionalism they bring to the highly personal expression of sending flowers."

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

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