

the design channel

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news release

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For Immediate Release

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The Design Channel Attracts Branding Assignment from Real Magnet

Agency to build market presence for growing email service provider

WASHINGTON, DC, August 2, 2010 –The Design Channel announced today that it has been appointed by Real Magnet to develop print and online branding assets to expand awareness of the email service provider. The work will focus on positioning Real Magnet’s enterprise-level email application as a powerful and versatile marketing tool for not only engaging prospects and customers but also for enhancing attendance at events.

David Franek, president of The Design Channel, said, “Real Magnet is an up-and-coming player in the highly competitive email service provider market. Their outstanding product, customer service and vision for growth are strengths that we can leverage to develop a high impact brand.” Marketing components will include print and online advertising as well as a redesigned web site.

Based in Bethesda, MD, Real Magnet offers a comprehensive email marketing platform and suite of services that enable users to effectively reach audiences, register event attendees, design emails, manage contacts and track results. Its email application is used by professionals in a wide range of industries, including associations and non-profits, government, health care, travel and hospitality, publishing, retail and many others.

With offices in Washington, DC and Baltimore, MD, The Design Channel (www.thedesignchannel.com) provides a full range of integrated marketing services, including branding, marketing communications and advertising, broadcast and interactive media.

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