

The Halo Groups Expands for Web 2.0 Communications Director/Producer, Interactive Creative Director Join Integrated Branding Agency



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Industry: Marketing

Press Release Summary: The Halo Group, an independent Manhattan-based brand communications agency, is expanding its staff and services in web 2.0, social media, and interactive work, in keeping with its philosophy of integrating all communications disciplines under one roof.



With a singular voice and purpose we help companies create a dialogue with their customers that builds exponentially - this is the power of **The Halo Effect**.

Press Release Body: NEW YORK CITY, December 18, 2008 – **The Halo Group**, a Manhattan-based brand communications agency, today announced that **Tim Goodwin** joined as Director/Producer of New Media and **Guy Sealey** as Senior Creative Director, Interactive.

*"Halo is the next generation of agency," Said **Linda Passante, CEO**. "We integrate ALL communications, including those for social media and web 2.0. Tim will spearhead the creation of social video for the agency and its clients and Guy plans while he creates, an emerging and critical communications function. We're already doing what the big guys wish they could do – incorporate new media strategically and organically into all our communication plans."*

Both Goodwin and Sealey are veterans of the new media world. Sealey's background includes creating interactive media for brands such as Subway and US Airways. Before joining Halo, Guy was an integral part of teams that secured major industry awards, including "Mid-Size agency of the year 2005." He created the first ever viral campaign for HBO's "Six feet Under" and the first integrated campaign for Aunt Annie's Pretzels. Additionally, Guy was awarded a 2007 Emmy for Outstanding Achievement in Broadband Content.

Goodwin is an experienced film/video editor and motion graphic designer, who worked on teams nominated for an Academy Award (Murderball) and Emmy (ABC Sports to HBO, over the course of his career. Tim's background includes film and broadcast credits for clients including HBO, ESPN, Yahoo, Nickelodeon, ABC Sports and Pepsi.

About The Halo Group
Founded in 1994, The Halo Group is a 30-employee, Manhattan-based, independent brand communications agency. Halo combines brand architecture, marketing consultation and all traditional and interactive communications services for its international clients. Since its founding, Halo has been honored with almost 250 creative awards, including many in international advertising agency industry competitions. For more information, visit www.thehalogroup.net.

Web Site: <http://www.thehalogroup.net>

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