

# Brand Agency Unveils New Hybrid Model

## The Halo Group Calls Itself “Tradigional”



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Press Release Author: **The Halo Group**

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**Press Release Summary:** [The Halo Group](#) today announced the appointment of four senior interactive planning and creative professionals, recruited to fortify the brand communications agency's integrated communications offering.

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NEW YORK CITY, January 28, 2009 – The Halo Group today announced the appointment of four senior interactive planning and creative professionals, recruited to fortify the brand communications agency's integrated communications offering.

"Our core vision is that brand communications must work interdependently, including all forms of paid advertising, social media...even sales presentations. So, we coined the term 'tradigional' to capture our capabilities," said Linda Passante, Halo CEO. "We're ringing in the New Year with new staff that will take us far beyond what either a digital marketing or a traditional agency can do separately, in silos."

[Michael Pierre](#) (<http://tinyurl.com/c7jokz>), Vice President of Connection Planning, will direct traditional and new media efforts for Halo and its clients. An early web

innovator, Pierre's track record includes digital marketing efforts for Chase, Autobytel, Sony, US Army, DeBeers, Pfizer, Samsung, and Coldwell Banker.

**Guy Sealey** (<http://tinyurl.com/amflkc>), Senior Creative Director, combines strategic and creative interactive capabilities. He is an industry veteran who developed digital marketing campaigns for Subway, US Airways and HBO. Guy created the first viral campaign for HBO's "Six Feet Under" and the first integrated campaign for Aunt Annie's Pretzels. He was awarded a 2007 Emmy for Outstanding Achievement in Broadband Content.

**Tim Goodwin** (<http://tinyurl.com/aulz8d>), is Director/Producer of New Media and will create web video and animation for digital marketing and social media efforts. An experienced film/video editor and motion graphic designer, Tim worked on teams nominated for an Academy Award (Murderball) and Emmy (ABC Sports). His film and broadcast credits include HBO, ESPN, Yahoo, Nickelodeon, and Pepsi.

**Stu Garrett** (<http://tinyurl.com/c5nogk>), joins Halo as a Senior Creative Director. Stu has received over 50 National Advertising Awards, including in the Cannes Film Festival, Addy Awards, Andys, NJ Ad Awards, and the Effies. His work has been recognized by Communication Arts, Archive, Creativity, and Graphis magazine.

"Our clients' brand strategies can be communicated everywhere, from broadcast quality video we create in-house for digital marketing efforts to SEO, to traditional print, direct mail and posters. Our traditional hybrid approach is what clients need and demand today," said Passante.

**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 communications services in traditional, interactive, social media and web 2.0 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](http://www.thehalogroup.net).

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

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