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**FOR
RELEASE**

**THE QUELL GROUP LAUNCHES QUELL INTERACTIVE
TO SUPPORT COST-EFFECTIVE BRANDING IN DIGITAL SPACE**

TROY, Mich., Feb. 16, 2009 — The Quell Group, leveraging its integrated marketing and brand development expertise, is expanding its digital capabilities to assist clients in maximizing digital content without compromising their brands. The agency today launched Quell Interactive, a group exclusively focused on supporting brands in digital space.

“Companies work hard to establish their brands, which in many cases have been developed through traditional marketing channels,” said Mike Niederquell, CEO of The Quell Group. “Now everyone is racing to provide digital content and take advantage of the cost-efficiencies of online marketing, but doing so without consideration of the underpinning of the brand is like running with scissors. Cookie-cutter websites and pay-per-click campaigns can do more harm than good if not executed with the right strategy and with content rooted in a brand’s DNA.”

Recent studies show more than 90 percent of business purchases begin online, so content and brand continuity are critical. Given the increase in client demand for digital service, the Quell Interactive team ensures compelling content with a consistent message is relayed throughout all marketing channels.

“What’s different about Quell Interactive is our brand management experience; clients can take advantage of our strategic focus and interactive expertise,” said Curtis Jackson, senior vice president of brand strategy of The Quell Group and leader of Quell Interactive. “Quell Interactive will assist current Quell Group clients and support new clients looking to combine digital tactics with their ongoing brand and marketing programs.”

Quell Interactive will provide services such as: vlogs; blogs; podcasts; social and mobile media; forums; interactive infographics; website design and programming; search engine optimization; pay-per-click advertising; microsites; and online newsrooms.

The Quell Group has been developing and optimizing websites since 1994. It brings advantages to the integration of digital and traditional media because of its position as a pioneer of communicating client messages online, and its unique approach to branding and integrated marketing communications that unlocks a company’s unique value. quellinteractive.com.

As the Midwest’s leading integrated brand communications firm, The Quell Group develops and integrates branding and positioning strategies with marketing and public relations services to achieve organizational goals. Founded in 1994, the firm provides proprietary diagnostic tools to help companies *Unknot*, *Align* and *Market*™ their value proposition. Quell also provides its clients with training; interactive and web; and event and design services. quell.com.

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