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Lightfin Studios joins MicroArts Creative Agency

Award-winning Digital Firm unites with proven Brand Launch Agency to redefine the agency model and meet the needs of the modern brand manager.

Portsmouth, NH – Thursday, October 6, 2011 – MicroArts Creative Agency (a full-service brand launch agency) and Lightfin Studios (a digital marketing firm) announce they will unite as one team of multidisciplinary brand and marketing communication specialists. The union creates a full service agency uniquely capable of meeting the modern needs of brand managers tasked with leveraging best practices in marketing disciplines that didn't even exist 10 years ago.

"It's our sweet spot and we're tough to beat if a brand is ready to engage customers where they live, learn, share, socialize and make purchasing decisions," said Peter Lee Getman, Principal and CEO of MicroArts Creative Agency.

The way brands need to communicate with their consumers today is drastically different than most traditional branding agencies are geared to serve. Brand voice communications, big idea ubiquity, educational leadership, content curation, influencer tribe building, brand simplification, consumer-to-consumer communications, long tail marketing, one-to-many customer service, social advertising, reputation management and social media amplification are among the services a modern brand needs. MicroArts sought to build a team that specializes in delivering these new best practices and disciplines, which often elude the managers of burgeoning brands.

"It is well-beyond simply modernizing your brand's communications. It is transforming your business from the bottom-up to sync with escalating consumer expectations of your brand's communications," Getman said.

The teams' union provides brands with the opportunity to work with an experienced strategic and creative team, while still enjoying the partnership spirit found in smaller agencies. MicroArts is known for delivering the big idea that transcends all media and resonates directly with their clients' target cultures.

"The addition of the Lightfin team enhances the game-changing magic our team delivers to the modern brand strategy. If my experience and gut are telling me the truth, we're at day one of a special time in MicroArts' 23-year history as a proven branding agency," Getman said.

Lightfin Studios Principal DJ Haskins said it seemed natural to join MicroArts so they can build on the exceptional service their clients have come to expect.

"The merger with MicroArts is the perfect fit for Lightfin Studios. Our shared philosophy of delivering superior client service and our passion for excellence as individuals and as a team, makes this an exciting opportunity for everyone involved. Together, we've created a deeply experienced team of specialists in vital marketing disciplines," Haskins said.

The combined team's client creative sessions begin on October 10, 2011.

About MicroArts Creative Agency

Since 1988, MicroArts – a proven brand launch agency- has been laser focused on creating brand strategy and communications that drive new revenues for their client's brands. We select our clients as carefully as they choose us, enabling us to deliver a high level of service to a small number of clients positioned for rapid growth. Ultimately, our success is determined by our clients' successes, nothing else. Clients include AVG Technologies, Bamboo Bottle Company, Bauer, By Nature Pet Food, Clariant – a GE Healthcare Company, Lorex Technologies, Native Performance Dog Food, Newmarket International, PAR Springer-Miller, TODI USA, and World's Best Cat Litter™. For more information visit www.microarts.com

About Lightfin Studios

Lightfin Studios is an award-winning digital agency focused on creating custom web-based solutions. By providing end-to-end solutions we ensure that your brand and message is properly communicated while giving you the tools that you need to reach your audience. Lightfin's clients include Alnylam Pharmaceuticals, Community Trust Bank, Harvard Business Publishing, Liberty Mutual, Lindt USA, and UMASS Medical. For more information visit www.lightfin.com

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