



Sigma Scores Big in 2008

Oradell, New Jersey, February 3, 2009 — Sigma Group celebrated 2008 as one of its best years for new business growth. They were named agency of record for Water-Jel, an innovative emergency burn-care product; Terramar, an outdoor performance garment manufacturer; and L&R Ultrasonics, the leader in ultrasonic cleaning systems and solutions. The agency also secured substantial work from national brands including Hunter Douglas and Siemens in addition to a wide range of broadcast, online, print, out-of-home and event marketing efforts for existing clients such as Panasonic Toughbook, Panasonic Consumer Electronics Company, MasterCard and PRNewswire.

Sigma was also well-recognized creatively, winning Six awards for the Panasonic Toughbook “Legally” campaign including NYC District ADDY Awards, a Business Marketing Association ProComm award and a Stevie Award for Best Outdoor Ad Campaign which featured a “Station Domination” takeover of Washington D.C. metro stations at the Pentagon and Capitol Hill.

Other honors included being named one of “America’s 5,000 fastest-growing private companies” by Inc. Magazine (ranked #1835), and Shannon Morris, President and Partner, named as Finalist in the Best Executive category in the 5th annual Stevie Awards for Women in Business.

Sigma took an innovative approach to HR in 2008 recruiting new hires through social networking sites including LinkedIn and Craigslist; as well as implementing a program to combat economic decline and avoid layoffs by offering employees part-time hours and monthly sabbaticals. Notable new hires in 2008 included Shawn Finnerty, Account Supervisor; Kurt Carpenter, Interactive Production Director; and Joe Schorn, Sr. Interactive Designer.

Rounding out a year of great accomplishments Sigma revamped its own identity with a new corporate logo and branding platform for the agency. Sigmagroup.com was redone with a fresh, clean look utilizing interactive graphic elements featuring the latest in new technology - Papervision3D software. Also incorporated is a newly created blog with helpful industry tips, tricks and news. Featured on the blog is “Fuel for Thought”, a Sigma series of events and discussions that bring emerging media marketing strategies down to earth with real-world data, case studies, insights and creative ideas. “Fuel for Thought” has already sparked conversation, challenged conventional wisdom, and provided new options that will fuel growth and innovation for businesses.

“2008 brought exciting new endeavors and relationships, an opportunity for reinvention and a concerted focus in training and recruitment,” says Shannon Morris, President and Partner of Sigma. “The work that we produced, the buzz we have generated and the quality of brands that we continue to attract encourage us going into ’09. Some of our best performing campaigns such as “Get your Groom On” for Panasonic’s men’s shaver and Hunter Douglas’ “Stop the Great Energy Giveaway” promotion were not only highly successful, they were fun to work on. Great work combined with the investments we have made in manpower, and the development of new products and profit centers, get us enthusiastic about Sigma as a brand. We have never felt so fortunate to be in this business, nor have we been better poised to capture the hearts and minds of new client partners.”

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