

SHINE ADVERTISING COMPANY GETS NEW NAME



Just a few months ago, the Shine Advertising Company was celebrating its anniversary, having been around for an entire decade. And, now the company is announcing big news. Shine Advertising Company has recently released its new name, Shine United, which will also be the company's new identity. The company does not just have a new name; it will also have a new logo as well. The company has also decided to create an entirely new website which will detail all of the different work that Shine United has done within the past decade and how well it has served its clients. They will also be moving all staff members to a new headquarters, which will be located in Madison, Wisconsin. The executive director of account services for Shine United, Curt Hanke, says that the company is a whole lot more than just an advertisement agency. In fact, Hanke says that the company is working hard to prove that the company goes beyond just being an advertisement agency and that it will be evolving its brand to show off all of the services the company has to provide to its clients. The executive creative director, Mike Kriefski, says that by changing the name to Shine United, the company can expand what it is capable of doing and will also be able to expand its collaborations with different clients. The new logo is also a huge representation of the company. The new logo depicts a picture of lions and Kriefski believes that this is the perfect representation for the company. He says that lions represent strength as well as power and that the company is powerful and strong. He also says that the logo shows what the company is about and how willing they are to help their clients because they actually value their clients and want to help them with their brands, creating amazing opportunities for the brands. Anyone who is interested in seeing the new changes will be able to visit the website and view the showcases, which proves that Shine United has performed excellently within the past ten years that it has been in existence. While the new website provides insight to the work that Shine United has done in the past, the agency has also chosen to move its location to a downtown area of Madison. The actual address for the office is 202 N. Henry Street. Hanke says that the company is very proud. He believes that the staff members are all bright and intelligent individuals who are truly talented. He constantly pats his staff members on the back and is proud to talk about how the company started off small and moved up in the world from a beginner advertisements agency to a full service type of company that serves clients around the country.

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