

## **For Immediate Release**

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### **RSW Wins Allebach Advertising Account**

*Philly Ad Agency Signs On with Brand Building, Lead Generation Firm*

**Cincinnati, OH – January 7, 2007** – Does your advertising agency know the main traits clients seek when hiring an agency? Does your team know what specifically, according to senior marketing executives on the client side, businesses expect from their agency and what the number one reason is they switch? Philadelphia based advertising agency Allebach does and will now act upon that information after forging a strategic marketing partnership with agency branding and lead generation firm Reardon Smith Whittaker (RSW), giving them a clear and distinctive competitive advantage.

Alluding to the recent RSW 2006 Agency New Business Report, Allebach hired RSW to assist in agency brand development and streamline the process of attracting more and better long term clientele to the award winning, full service advertising firm. Allebach represents such clients as Aramark, Roman Meal, Merck, NorCom, and Lipton, specializing in industries related to healthcare and pharmaceutical, food and beverage and technology.

According to Allebach president Jamie Allebach, his agency is focused on the growth and success of their clients, which often times means the branding, promotions and lead generation of the firm itself take a backseat. "Like most other agencies, we are the classic case of the cobbler's children having no shoes. Our focus and our energies remain diligently on our clients, and we are proud of our work and our organic growth since our inception nearly 20 years ago. But, it's time to look at our future growth from a fresh perspective. Through RSW, we can do that without sacrificing even a moment of focus on the core objectives of our own clientele."

RSW U.S. managing director Mark Sneider lauded Allebach for his forward thinking decision to focus on the core competencies of the agency, while enabling RSW to assist in driving not only more leads, but the right leads. "All clients aren't right for all agencies," Sneider says. "When you look at the RSW 2006 Agency New Business Report, it is filled with information on specifically what clients are looking for from their agencies and we look forward to bringing that expertise, focus and firepower to bear for the competitive edge of our clients, including Allebach.

"So often, I see agencies with no differentiating quality between themselves and other groups because their focus is solely on their clients – which is good, but an agency must be *in* business to *do* business," Sneider added. His agency represents dozens of creative and advertising firms across the United States and Canada.

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### **About Allebach**

With offices in Souderton and Philadelphia, Pennsylvania, Allebach Advertising is a full service, national award winning advertising agency. From marketing planning through creative execution, our process is unmatched in the industry. We combine a strong foundation of advertising savvy, branding methodologies, sophisticated marketing, and creative execution with a relentless

dedication to inventiveness and client success. More information can be accessed at [www.allebach.com](http://www.allebach.com) or by calling 215.721.7693.

### **About RSW**

Reardon Smith Whittaker is a lead generation and agency branding consultancy that operates like a virtual new business development group to help agencies build pipelines of qualified new business opportunities and more effectively position themselves in the marketplace. More information can be accessed at: [www.rsw.us](http://www.rsw.us) or by calling 513.898.0940 x101. Sneider can be contacted at [mark@rswus.com](mailto:mark@rswus.com).