

IMAGES USA FEATURED IN MARCH EDITION OF BLACK ENTERPRISE MAGAZINE CEO SHARES CURRENT AND FUTURE IMPACT OF DIGITAL DIVIDE

Atlanta, March 2011 – IMAGES USA, the largest privately owned multicultural marketing agency in the Southeast, is featured in the March edition of Black Enterprise Magazine. In the content of the article, IMAGES USA President and CEO Robert “Bob” McNeil shares key insights on the current and future climate of the digital mix and its relevance to the clients.

“Years ago digital was something that a lot of people didn’t understand. Nowadays, digital is the industry that we’re in. It’s no longer just a part of it,” said McNeil. “For every single plan, every single client, every single opportunity that we bring to the table, there is a direct digital focus within the opportunity.”

The IMAGES team stays ahead of the marketing industry by remaining pro-active and responsive to the evolving digital landscape. The account services staff keep apprised of consumer trends by strategically deploying a mix of digital solutions for its client roster.

IMAGES has crafted several digital campaigns for some of its clients including Amtrak and Hillshire Farm. According to Amtrak Account Supervisor Genifer Stewart, technology plays a vital role in positioning clients in the marketplace. “Our overall strategy from a digital standpoint is to implement digital and social media vehicles where it’s relevant for our clients, but we don’t force them into the digital world if it doesn’t make sense for their business.

McNeil credits his young, talented staff as the game changer and for providing IMAGES with its competitive advantage. According to McNeil, he’s excited about some of the young people that have come out of college and are now working at IMAGES. He says they bring a fresh perspective and new ideas and their technology skills are above reproach.

As digital continues to evolve, McNeil is sure of one thing, technology will be at the forefront, and will remain an integrated component of the firm’s sales pitches. “I think our industry is in a hyper-evolution. Things are changing as fast as we can actually keep up.”

IMAGES USA is the leading authority in the multicultural marketing field.

About IMAGES USA

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989 by Robert (Bob) McNeil, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic and Asian consumers. The agency’s client roster includes Amtrak, Choice Hotels, Sara Lee, Brown-Forman, Susan G. Komen, and KFC. The agency currently ranks No. 5 on Advertising Age’s list of Top African American advertising agencies, No. 20 on Top Hispanic advertising agencies, and No. 286 on Top U.S. advertising agencies and has won over 100 creative honors. For more information on IMAGES USA, including award-winning work and recognitions, visit www.imagesusa.net or www.multiculturalmarketing.com.

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