

NEWS FROM:

WFofR Media

August 12, 2009

Media Contact: Mike Rose

WFofR Media

(804) 794-2871 x120

mrose@wfofr.com

www.wfofr.com

www.redshiftagency.com

WF^{OF}R | **media**

redshift

WFofR Media Unveils RedShift, The Digital Media Agency Of The Future

RICHMOND, VA: The full-service media buying company in Richmond, Virginia recently unveiled RedShift, a new company that will serve as its media buying and marketing arm in the digital space.

“Brand loyalty is earned, not converted” said RedShift’s president, Matt Smyers. “This is why we focus on smart digital strategies that balance branding and conversion rather than emphasize one over the other.”

Over its 30-year lifespan, WFofR Media has prided itself on forward thinking. Local market media buying has been a core service that has added an average of 50% to their clients’ media budgets. With the addition of RedShift, they expand their full-service model to reach target audiences who are migrating to digital media.

WFofR Media is a full-service agency that works across all media platforms and knows how to manipulate each to attain maximum results. They were founded on a unique process of buying local market television on a regional and national basis. Due to demand and media opportunities, they quickly expanded to all traditional and emerging media platforms. Some clients benefit from the local media approach for their primary placements, spot overlays, media testing, and for media plans at prices that work for them. Others benefit from the reach WFofR’s full scope of services provides them every day.

####