

## **WILLIAM JOSEPH NAMED ONE OF "TOP TEN AGENCIES TO WATCH IN 2012"**

*Marketing Magazine* has named William Joseph Communications one of the "Top Ten Agencies to watch in Western Canada in 2012." The magazine, which covers the marketing and advertising industry across Canada, is shining a spotlight on rising stars, challenging the notion that innovation lives "back east."

"This is such an honour," said Ryan Townend, William Joseph CEO. "It's always appreciated any time a peer or trusted and credible industry medium like *Marketing Magazine* acknowledges our hard work and expertise."

William Joseph is noted for its successful foray into the Saskatchewan market, where it has fostered collaborative relationships with major clients, including mining giant BHP, telecommunications retailer Jump.ca and the well respected University of Saskatchewan. The agency opened an office in Saskatoon after success in the Calgary market – where clients include Shell, Jubilee Auditoria, Canadian Association of Petroleum Producers (CAPP), and Heart & Stroke Association of Alberta, NWT and Nunavut – and Las Vegas, where we work with the American Heart Association and Canada Nevada Business Council.

"We have a great roster of clients which enables us to create amazing work. As a brand-building agency that believes in transparency and collaboration, we really are transporters of insight that help take our clients to places never thought possible," said Townend. "We're grateful for this nod by *Marketing Magazine* and we're looking forward to a great year ahead."

### ***About William Joseph Communications***

William Joseph Communications is an integrated, brand-building agency. We pride ourselves on a savvy strategic planning process, stunning creative and swift implementation.

We help our clients tell stories that have energy and purpose. We are fearless in our quest to create meaning in the world. We engineer understanding and action. We believe in transparency and honest collaboration. We understand, through experience, that good ideas don't come easy; but we also know that play is a necessary ingredient of the creative process. We are not consultants who will partner with clients to help them simply get where they want to go – we are transporters of insight who will take our clients to places they never thought possible.

We believe that these qualities, as well as a highly collaborative client relationship and our all-senior staff, are the basis of great marketing and an innovative agency offering. With offices in Calgary, Saskatoon and Las Vegas, we are a local agency with international flavour.

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