

PureRED Acquires Ferrara & Company – Two Premier Agencies Join Forces

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PRINCETON; ATLANTA, NEW JERSEY; GEORGIA , UNITED STATES, August 4, 2015 /EINPresswire.com/ -- August 4, 2015 – (Atlanta, Ga; Princeton, NJ) [PureRED](#), Integrated Marketing headquartered in Atlanta, Georgia, today announced it has acquired [Ferrara & Company](#), a full service Advertising and Marketing agency located in Princeton, New Jersey. The union of these two premier agencies will deliver a highly differentiated set of capabilities and services creating a Channel Marketing Powerhouse in the Retail, CPG and Business to Business markets.

PureRED, with nearly 50 years of expertise strategically creates, manages and executes marketing content for its clients with its unique, best in class



Art Ferrara, President and CEO of Ferrara & Company

process. The company works with some of the most respected brands in the country to provide innovative marketing solutions that deliver powerful results. Now, PureRED will join forces with Ferrara & Company, an award winning advertising and marketing agency. Ferrara & Company has a rich 30 year history of developing creative campaigns that include TV, Digital, Print, and Professional Marketing services for major blue chip clients.

The new partnership will offer complimentary talent and capabilities to their respective clients as well as to new clients of both agencies. Ferrara & Company works with some of America's most recognized brands including Arm & Hammer®, Allegra®, Heinz®, New Jersey Lottery®, Nasacort®, Hess® Toy Trucks and many more. PureRED, with deep roots in multi-channel retail marketing, works with such well established brands as Walgreens®, Duane Reade®, Lowes®, Bed Bath & Beyond®, SuperValu®, Safeway®, Michaels®, Sears®, K-Mart® and more.

“This transaction brings together two agencies with impressive track records of successfully supporting America's greatest brands. We share a culture of creativity, innovation and service” says Michael Minasi, CEO of PureRED. “I could not be more excited to welcome Art and the entire Ferrara team to the PureRED family. Together, we will continue to create marketing programs that deliver the strongest possible impact.”

"We are always looking for new ways to go the extra mile for our clients, and joining forces with PureRED is an outstanding strategy to achieve exactly that," says Art Ferrara, President and CEO of Ferrara & Company. "Ferrara & Company will operate as Ferrara & Company within the PureRED family. Our management team remains committed to delivering great work for our clients."

The combined resources and capabilities of PureRED and Ferrara & Company sets the stage to become the "go to" agency for best in class multi-channel communications creating opportunities for mutual growth and expansion.

About Ferrara & Company: Ferrara & Company is a full-service agency delivering omni channel communications including: TV, digital, print, in-store and professional marketing services with an unwavering commitment to business success. Ferrara & Company is passionate and relentless in building enormously successful and enduring brands. The agency prides itself on unmatched results and developing a 360 approach to driving client's business



Michael Minasi, CEO of PureRED

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success. For more information log onto www.ferraracompany.com PALAZZO served as financial advisor to Ferrara & Co in this transaction.

About PureRED Integrated Marketing: PureRED Integrated Marketing provides integrated solutions that are customized to meet clients' needs across all channels. The company which has expertise in the retail and B2B sectors, has pioneered the transition of print assets to digital channels in the advertising industry, and has built tools and processes to lead those transitions for many clients. Headquartered in Atlanta, GA, PureRED also has offices in 10 other US cities, including Charlotte, Dallas, Minneapolis, Philadelphia, Pittsburgh and San Francisco. For more information, visit <http://www.purered.net>

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