

Viener&Partners & Posture Media Announce Strategic Alliance focused on Diversity and Inclusion

Viener&Partners & Posture Media's strategic alliance brings diversity & inclusion to the communications industry, organizations & brands.

NEW YORK CITY, NY, UNITED STATES, October 1, 2018 /EINPresswire.com/ -- Today, Viener&Partners and Posture Media announced their strategic alliance with the goal of bringing [diversity](#) and [inclusion](#) to the communications and media industries. This partnership will benefit organizations and brands that seek to infuse diversity in their culture and communications and invest in an inclusive future.

As the cultural landscape and social norms continue to shift at a fairly rapid pace, some organizations and brands are having challenges navigating their positioning, while maintaining their relevance. This combined offering provides a concept to creation to activation approach, that will allow us to develop and execute strategically sound and fully integrated work, from the inside out.

“As [marketers](#), it is absolutely paramount that we focus on the culture that we are living in and through — and the people that make up that culture — as it’s simply the heartbeat.” said Hilarie Viener, Founder of Viener&Partners. “Winter has created a culturally diverse and inclusive platform, organically and authentically, bringing such a ‘right-in-the-now’ perspective that is as brilliant as it is fresh.”

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*Hilarie Viener, Founder,
Viener&Partners*

Viener&Partners comprises a team of global executives from the creative and branding industries with an established track record of working with over 100 brands in markets across the globe, from startups to Fortune 500s.

Posture Media, founded by Winter Mendelson, is a young creative agency and production studio born out of a

publication that shines a light on underrepresented creatives. They acknowledge the pervasive



Viener&Partners.
POSTURE MEDIA

issue that women, people of color and LGBTQ+ communities — who often drive culture, trends, and innovation — are not always given the opportunities and resources that it takes to succeed in the media and advertising worlds.

Their philosophy is that creating memorable and disruptive work goes hand-in-hand with having a diverse creative team. It means better work and results for everyone. Posture is dedicated to sharing their talent and high level of awareness with companies who want to make an impact while investing in an inclusive future.

In describing this partnership, Mendelson explains, “We decided to work together because it allows us each to focus on our core strengths, while extending our overall capabilities. V&P specializes in branding, communications and marketing, and we are rooted in creative, production, and diversity consulting. When I first met with Hilarie, I knew she ‘got it’. She has tremendous experience in the industry and is known for truly understanding development, culture, brand and communications. And as we each started our own companies, we share an entrepreneurial mindset that’s both supportive and empowering.”

Viener&Partners and Posture Media are independent, New York-based women and non-binary* founded and owned agencies.

*Winter identifies as non-binary and uses they/them pronouns

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Viener&Partners, a brand and marketing consultancy based in Manhattan grounded in a research-driven consultative approach that is then developed into Go-To-Market plans and Growth Strategies, based on proprietary research, audience understanding and actionable insights. In 2016, they launched Brand&Culture, a division focused solely on creating strategically sound partnerships between brands and non-profits/cultural institutions. V&P is a full-services agency including Market Research, Branding, Creative, Digital and Social Media and Public Relations. For more information, please visit <http://www.vienerandpartners.com>

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Posture is a creative agency and production studio based in New York City. Born out of a publication that features underrepresented talent, they bring women, people of color, and LGBTQIA+ creatives to the front. Founded upon the passion to expand diversity in media and advertising, Posture harnesses their diverse creative teams for brands and companies who want to bring unique perspectives, in-the-now awareness, and innovation to their communications and experiences. For more information, please visit posturemedia.com and posturemag.com.

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