ADinfinitum Introduces ADin, Marking 30+ Years of Strategic Communications

ADin's new identity and website reflect its evolution and focus on helping brands build trust, connect meaningfully and stay relevant in a changing world.

NEW YORK, NY, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- After more than 30 years helping brands find their voice, build trust and create meaningful connections, ADinfinitum, Inc. is introducing ADin, its new public-facing brand identity, with the launch of a redesigned website at www.adinnyc.com.

> "Communications have changed dramatically over 30 years, and so have we. ADin reflects who we are today: strategic, curious, connected and focused on stories and conversations that matter."
>
> *Sue Taggart, Founder & CEO of ADin*

The evolution gives the New York-based agency a shorter, more accessible name while reflecting how its work has evolved alongside the communications landscape and the changing needs of the brands it serves.

While public relations and media relations remain foundational to its work, ADin brings a broader strategic perspective to brand communications, combining strategic storytelling, media influence, cultural relevance and integrated communications to help brands make a lasting impact.

"Thirty years ago, communications looked very different," said Sue Taggart, Founder & CEO of ADin. "We've evolved with the industry, with audiences and with our clients. ADin reflects who we are today: strategic, curious, connected and focused on helping brands find the stories that are worth telling—and the conversations that are worth creating."

At the heart of the evolution is a simple belief: Good PR gets you seen. Great strategy makes you matter.

The new ADin identity and website bring that philosophy to life. The platform showcases the agency's approach to strategic storytelling, media relations, social and digital communications, experiential programs, influencer and community engagement, and emerging areas such as AI-enabled communications strategy.

ADin works with brands across healthy lifestyles, wellness, food and beverage, consumer products and purpose-driven organizations. Its experience includes translating complex science and technical information into compelling stories, helping purpose-driven brands connect with consumers, and building long-term visibility and authority for companies navigating changing markets.

The agency's founder-led model remains central to its approach. "After 30+ years, some of our greatest assets are the relationships we've built and the knowledge we've gained working alongside brands over time," said Taggart. "The new ADin identity allows us to build on that experience while thinking differently about what brands need from communications today."



Introducing ADin: 30+ years of experience, reimagined for what's next.

The new website puts a greater emphasis on the agency's work, perspective and results, featuring expanded case studies, strategic insights and examples of how ADin has helped brands turn complex challenges into compelling opportunities for connection.

The evolution also reflects ADin's commitment to working with brands that have something meaningful to say—from established companies with deep expertise to emerging brands shaping the future of health, wellness, food, consumer products and purpose-driven business.

"We believe the strongest brands have something real behind them—a product, a point of view, a purpose or a story worth sharing," Taggart said. "Our job is to uncover that story, make it matter to the right people while creating the conditions for it to have maximum impact."

The new ADin website is now live at https://www.adinnyc.com.

About ADin
ADin, the public-facing brand of ADinfinitum, Inc., is a New York-based, founder-led strategic communications agency with more than 30+ years of experience helping brands build trust, create meaningful connections and stay relevant in a changing world. ADin works across healthy lifestyles, wellness, food and beverage, consumer products and purpose-driven organizations, combining strategic thinking, compelling storytelling, media influence and cultural relevance to

create lasting impact.

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