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The Kineo Group Marks Four Year Anniversary

· Communications firm reports strong growth in design and social media work

Chicago, IL, September 12, 2011 The Kineo Group, a Chicago-based integrated marketing and communications firm, today announced that it had marked its fourth year of business. “We are very pleased to have reached this important milestone and extremely grateful to our clients who have shown tremendous commitment throughout a very challenging economy,” stated Jim Prendergast, Kineo principal. “Our expectations for the business have been exceeded in no small part due to the exceptional talent that our principals and associates leverage on behalf of Kineo clients.”

Kineo was founded in 2007 initially as a virtual firm focused on strategic marketing and communications and then moved into Michigan Avenue offices in late 2008. One year later at the height of the great recession, the firm moved to larger offices in the communications and design-rich River North area. “We share the experience of many companies that started at the same time,” Prendergast added. “The downturn in the economy was chilling until it became clear that the disruption had created opportunity. Many factors including our very senior staff and nimble structure allowed us some success.”

Kineo was launched as a full service integrated marketing communications firm but over its short history has focused increasingly on growth areas such as visual branding, positioning, media relations and social media. “Clients are engaging our firm at a departure point,” commented Deborah Schneider, Kineo principal and creative director. “They are using Kineo to create or reimagine their brand and our strategy development methodology is an important tool for this.”

About The Kineo Group

The Kineo Group is an integrated marketing and communications firm providing strategic counsel and execution that builds and grows brands. The Kineo Group brings experience and success to clients spanning industries from financial services to agriculture, hospitality to life sciences, sports to not-for-profits.

Learn more at www.thekineogroup.com

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