



For Immediate Release:

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Barrett Launches New Portfolio Web Site

CAMBRIDGE, MASS—Barrett Communications recently launched a unique portfolio Web site designed to attract clients with whom they share a system of marketing beliefs and principles.

Barrett's ideological innards are displayed through bold statements and confessions throughout the site. The site seems to echo, "We believe! We believe!" And that's just what they want you to hear, because they truly believe in the power of good communications.

"As is true with all service firms, it's been difficult to distinguish our services from those of our competitors. We needed more than an impressive list of clients and a graphically rich representation of our portfolio projects," claimed Julie Townsend, President of Barrett Communications. "We needed something that reflects who we are on the inside."

Confident in their ability to retain customers by delivering superior customer service and results-driven marketing solutions, the Barrett site is focused on attracting new clients of a similar marketing feather. With a "Work" section comprised of large images and brief descriptions of recently completed projects, the site allows prospective clients to acquaint themselves with Barrett's visual and verbal talents. In addition, visitors can peruse general information about the company's services, history, case studies and marketing tips and trends.

Founded in 1987, Barrett Communications is a big-picture graphic design firm that believes successful communications involve an audience in a clear and motivating dialogue across a rich mix of print and interactive media. To achieve this goal, they engage clients in collaborative and honest interactions resulting in design solutions that speak, solve, and sell.

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