



**For Immediate Release:**

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## Barrett Creates Ad Series and DVD Packaging for Advanced Robotics Company

CAMBRIDGE, MASS—Barrett Communications recently completed the second advertisement in a series of four and DVD surface and packaging artwork for Barrett Technology, a Cambridge-based advanced robotics industry pioneer company.

The series of advertisements were set to run on the back cover of IEEE Robotics and Automation Magazine, a quarterly magazine published by the Institute of Electrical and Electronics Engineers with a global, paid subscription base of more than seven thousand one hundred and fifteen.

“Barrett Communications did a great job articulating the most recent advancements we’ve made in our Whole Arm Manipulation (WAM) product. The response generated by the ad series has been somewhat overwhelming... I’d say they hit the nail on the head,” claimed William Townsend, President of Barrett Technology.

In addition, the creative team at Barrett Communications crafted multiple mailing labels and cover artwork for Barrett Technology’s product demo DVD. Used as a follow-up tool for qualified business leads and as a driver for contact database expansion at trade shows and other industry events, the DVD packaging needed to be both durable and representative of the company’s brand characteristics.

“The recent marketing initiatives with which we’ve worked with Barrett Communications have really taken us in a new and exciting direction. Through the creative process, we’ve uncovered multiple facets of our brand, our people, and our products.”

Founded in 1987, Barrett Communications is a big-picture integrated media 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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