

IN' PRESS RELEASE

## New name and branding heralds a new marketer offering.

The **in' global marketing communications network** ([www.inglobalnet.com](http://www.inglobalnet.com)) today revealed a subtle change to its name and a bright new look.

This is to reflect a new energy and vigorous focus that the network believes is required - and wanted - by clients and marketers in a post-recession global market place.

The new look network's first initiative will be to sign up more agencies to bolster the group's offering and so be able to answer any client need – anywhere in the world.

Along with the new changes there is a shift of emphasis: previously positioned as a network of aligned agencies with similar visions and values who could co-operate on international assignments, this has been changed to a network driven and created by agencies to add value to clients businesses through impactful campaigns regardless of discipline and geography.

This new direction of the **in' network** will ensure the recruitment and retention of the best local integrated and specialist agencies.

It will offer a comprehensive network with more depth and disciplines than conventional networks and be nimble in its response.

It is already the network with the greatest global reach and coverage

and comprises of agencies but has ambitious plans to increase its offering with more consultants in marketing strategy, specialists in communication techniques and innovative suppliers.

For clients and marketers the new **in' network** will offer inventive and creative freshness, a deep understanding of local specifics, commitment and staff stability, flexibility, specialization and expertise, and fast response and pro-activity.

[www.inglobalnet.com](http://www.inglobalnet.com)

