

January 25, 2010

FOR IMMEDIATE **MEDIA RELEASE**

## **GOING INTERACTIVE** IN A NEW *brand world*.

*Gayatri N. Bhalla*

PRINCIPAL

Now that the Great Recession is receding, we're being asked by our clients, "What next?" The answer is simple: Master the art and science of connecting with your targets in a digital world, but do so in a way that integrates online with offline. Okay, not so simple. In order to help our clients navigate this new brand world, we've hired one of the best in the category.

### **Grounded in major business initiatives**

Gayatri (pronounced "guy-three") Bhalla graduated from UC Berkeley and received her MBA from Yale. She began her career with the House Subcommittee on Telecommunications and Finance, but subsequently moved to Digitas, one of the world's leading interactive agencies, now owned by Publicis. While there, Gayatri led teams and digital engagements for major investment banks, health care concerns and retailers. She also consulted on strategy for the Securities and Exchange Commission.

### **A power player for today's tomorrow**

It doesn't take a genius to realize that Gayatri is a perfect match for Greenfield/Belser's clients. She understands the industries that drive global business, the professions that advise them and the politics that surround them. She's a power player in the digital space. If you've been wondering where to turn next for your interactive marketing strategy, look no further.



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# GAYATRI'S EXPERIENCE FOR A NEW *brand world*.



## We offer complete digital strategy and marketing services, including:

- Interactive strategy and planning
- Integrated online and offline presence
- Ground breaking Web design and development
- Social networking
- SEO and SEM campaigns
- Full-suite digital media services—planning, design, buying and measurement.

## About Greenfield/Belser

Greenfield/Belser Ltd. is a national leader in brand research, strategy and design for professional services firms and relationship-centric B2B marketing. For over 30 years, our designers, copywriters, account executives, Web developers and media strategists have tapped the latest research to create integrated branding and marketing campaigns—online and off. Our clients have included more than 300 professional services firms, leading associations and others marketing often intangible services.

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