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D2 Media completes transformation into *andCulture*, a fully integrated marketing communications firm

HARRISBURG – *andCulture* is here.

Seven years ago, D2 Media opened a small office in Harrisburg and soon became the area's leading Internet consultants. That reputation helped spur exciting changes beyond its roots on the Web, ultimately leading to the creation of a new company – *andCulture*.

andCulture President and CEO David Hickethier unveiled the company's new name and Web site today. The name change is the final touch on a transformation into a fully integrated marketing and communications agency that began long ago.

"We'll always look back fondly at D2, but we are embracing the future with open arms," Hickethier said. "This is an exciting time for *andCulture*. We've transitioned from being solely Internet focused to a firm grounded in branding, strategy, and marketing. *andCulture* will continue to use cutting edge technology, but in the context of helping clients impact their consumers and achieve their overall marketing objectives."

The name *andCulture* was chosen for two reasons.

First, in order to help clients interact with their consumer at a more human level, *andCulture* employs a "Clash of Perspective." This unique model brings professionals together from different world views and experience sets to solve a client's toughest marketing challenges amid a growing 21st century global marketplace.

Second, *andCulture* also embodies the direction integrated marketing is heading. Consumers are more educated and savvy than ever, making it increasingly difficult for companies to engage them on a one-on-one basis.

"There is too much at stake for companies to simply advertise to their customers and hope for a connection," Hickethier said. "Brands live and breathe by placing a focus on the clients consumer culture, *andCulture* helps develop a well-researched message that engages consumer behavior, attitudes and beliefs across multiple platforms."

For several years, *andCulture* has used its "Clash of Perspective" to help national companies like Armstrong Flooring, AOL, The US Army and Comcast. In each instance,

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andCulture utilized in-depth research and market analysis to develop innovative marketing techniques that enable consumers to have a direct dialogue with *andCulture's* clients.

“It’s important to note that we couldn’t have done this without our many partners that work with us here in Central Pennsylvania,” Hickethier said. “They have been integral to helping us grow from an idea to a team of 17 people who love what they do. We look forward to continuing those relationships.”

andCulture is located in center city Harrisburg at 130 Locust Street. For more information, please go to: www.d2media.com.

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(Note: Dave Hickethier will be available for one-on-one interviews to further explain the vision and focus behind *andCulture*.)