



Natalie Perkins Named President and Partner of Clean Design, Inc.

Natalie Perkins joins Clean Design, Inc., a creative agency based in Research Triangle Park, NC, as its new president and partner, effective immediately. Perkins has over 20 years' experience in the agency business, most recently with Blattner Brunner.

Research Triangle Park, NC, January 10, 2008 --(PR.com)-- Natalie Perkins joins Clean Design Inc., a creative agency based in Research Triangle Park, NC, as its new president and partner, effective immediately. Perkins' appointment as president is a result in changes going on at Clean Design, increasing the agency's prominence in the Triangle region and beyond.

Perkins is a seasoned agency leader and marketing professional with 20 years in the agency business. Most recently, Perkins was the chief marketing officer at Blattner Brunner, a \$200 million agency with offices in Pittsburgh, Atlanta and Washington DC. As her responsibilities spanned the entire agency, she commuted to the three offices from her home in Raleigh. Perkins brings her strategic marketing experience across a breadth of categories to Clean Design and its clients.

"I'm thrilled to be with Clean Design," Perkins said. "The agency has great momentum, a client list of some of the best-known brands in the world, and a staff of extremely talented, enthusiastic and dynamic individuals."

One of the first acts under Perkins' leadership is an agency branding initiative. "We have a wealth of experience at Clean Design and we want to show off our capabilities through all aspects of our brand," Perkins said. She also noted that Clean Design has a distinct advantage in the marketplace as a creative firm that specializes in nontraditional marketing as well as interactive, environmental and graphic design.

Perkins believes that Clean Design is poised for growth because it is better positioned to respond to a client's individual needs by developing innovative solutions to challenges.

"Clients are turning away from traditional advertising agencies," she said. "They are looking for agency resources that are smart, efficient and creative. Clean Design has the flexibility, experience and talent to create solutions that are customer-oriented rather than media-oriented."

According to Marketing Vox, an online marketing publication, nontraditional advertising including cinema, mobile, videogame, branded entertainment, satellite radio and custom media, grew nearly 23 percent in 2006, and is expected to jump another 20.3 percent in 2007 and 18.4 percent in 2008. Traditional media, such as magazines, Yellow Pages and newspapers, however, is projected to grow only 5.2 percent in 2008 and then level off in 2009. Internet advertising, including search and video, is projected to increase 24 percent in 2008 and 28.5 percent in 2009.

Prior to her time at Blattner Brunner, Perkins spent 14 years at Trone Advertising in Greensboro, NC, as an agency leader and president. Trone was a nationally competitive agency with \$150 million in capitalized billings at the time of her departure.



Chris Herndl, formerly Clean Design's president, will assume the title of CEO. “We have been very successful by creating great work for our clients,” he said. “We're looking forward to Natalie's leadership as we continue to strive to enhance what we have to offer our current and future clients.”

Clean Design, Inc. (www.cleandesign.com), headquartered in Research Triangle Park, NC, works with some of the world's most recognized brands to uncover brand truths, develop strategies and seek measurable results. The agency provides graphic design, environmental design, interactive design, advertising and media planning, public relations, branding and identity to clients including John Deere, IBM, Lenovo, SAS, Research Triangle Foundation and Progress Energy, among others.

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