



The Waite Company Launches New Branding and Service Offerings

Local strategic communications firm updates look to reflect advancements

(Albuquerque, N.M.) Albuquerque-based strategic communications firm, The Waite Company, LLC, is pleased to announce that after nearly seven years in business, it has rebranded. The new brand includes a new logo, tagline and refreshed website that was designed to reflect the company's recent advancements in capabilities and scope. The company's new branding can be seen on its social media pages and at the updated waitecompany.com. The company will launch a completely revamped website in early 2019.

The Waite Company President, Whitney Waite, started the company in 2012 after working for nearly two decades in strategic communications, media relations and crisis management for political campaigns and higher education organizations. Since its opening, The Waite Company has served clients across many sectors including healthcare, tourism, water, natural resources and education and has been ranked a top ten public relations firm in New Mexico since 2014, including two years at the top of the list. In that time, the company has also expanded to three total offices – one in Albuquerque, one in Taos and one in Melbourne, Florida.

The firm's growing capabilities have now landed it the #2 spot on Albuquerque Business First's 2018 New Mexico Advertising and Public Relations Agencies list. The list, which no longer separates communications and advertising firms, echoes the same sentiment as The Waite Company's new branding: the lines between communications and advertising are more blurred than ever and The Waite Company is prepared to become a one-stop shop with new offerings that encompass public relations, marketing, design and, most recently, programmatic digital display advertising.

"The Waite Company has never shied away from innovation and we are dedicated to staying ahead of the curve so we can continue to serve our clients in the way that they deserve," said Waite. "Our public relations and marketing services continue to evolve and adapt, and with our newly added digital advertising capabilities, we are exactly where we want to be in the market."

The company's new logo is a clean, light blue speech bubble with a single W inside of it on a dark blue background. The new logo reflects the heart of The Waite Company's operations, while the updated color palette reflects the freshness and versatility that the company is bringing to the market.

"We wanted to update our look and feel to more align with the work that we do and how we do it," said Kyle Stake, Senior Designer at The Waite Company. "Whether it's written or verbal, digital or analog, desktop or mobile, communication is central to everything that we do and our new logo is a visual representation of that," he said. "We didn't want to abandon the original

blue color palette, but rather update it and make it more versatile to work in all of the digital spaces we are now working in.”

The new tagline “Talk to them. Move them.” describes The Waite Company’s capability to do more than just publicize or draw attention to matters, but to actually change minds and behaviors.

“We want to do more than just get people’s eyes on our clients,” said Waite. “We want to move them to take an action,” she said. “Whether it be booking a stay, enrolling in health care or purchasing a product, our services go beyond storytelling and extend into creating movement.”

The Waite Company’s new brand unveiling comes shortly after big wins at this year’s 2018 Cumbre Awards, an annual awards banquet honoring the top communications and PR work in the state. The Waite Company received a “Best of Show” award, indicating the highest score in a given category, for its Yuletide in Taos Influencer Trip for Visit Taos and a Gold award for an integrated campaign that used its new programmatic digital advertising capabilities to help launch the New Mexico Business Portal. The company also received a Silver award for its Open Enrollment Outreach and Education campaign for beWellnm and two Bronze awards for a pro-bono project for the 2018 Mother’s Day Whitewater Races and media relations for a Seeker Aircraft Hurricane Harvey relief project, respectively.

Moving forward with its new branding and expanded service offerings, The Waite Company will continue to serve its existing clients in new and innovative ways and looks forward to entering new markets both geographically and within new industries. The Waite Company plans to be heavily focused on environmental and water projects in the coming years.

For more information on The Waite Company, visit waitecompany.com.

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