

For Immediate Release

Contact: Doug Davis
President
Davis Harrison Dion
312-332-0808
doug@dhdchicago.com



STRATEGIC COMMUNICATIONS

Atlas Selects Davis Harrison Dion for Advertising

Chicago -- Atlas Material Testing Technology LLC has chosen North Michigan Avenue strategic communications firm Davis Harrison Dion as its advertising agency of record.

Chicago-based Atlas, the recognized leader in weathering testing technology, chose Davis Harrison Dion for a full array of services, including brand development, media strategy and placement, print and online advertising, direct mail, trade show booth development and sales collateral.

“We were impressed by both the scope and depth of DHD’s experience and work,” said Jamie Chesler, Atlas Manager of Marketing Services. “They’re strategic thinkers who can execute across a variety of media.”

Doug Davis, DHD President, said the Atlas account gives the agency the opportunity to make full use of its knowledge and talents.

“Our strength is in developing a strategic plan and carrying it through to produce measurable results,” Mr. Davis said. “We can help Atlas reach their goals.”

Atlas is a recognized leader in quality control and quality assurance testing, offering a complete line of material testing instruments and services, including weathering instruments, textile test products and analytical instruments.

A Chicago advertising force for more than 25 years, Davis Harrison Dion offers strategic communications for the senior living, tourism, manufacturing, food and pet markets.

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