

For immediate release

A SENSE OF TOUCH IS A KEY COMPONENT TO MARKETING IMPACT IN A DIGITAL AGE

More than ever, businesses today are vying for the attention of new and current customers. The online component of most companies integrated marketing campaign is growing exponentially. The question is, how will this affect your print collateral and how do you get your company to stand out from the clutter of an overflowing in box?

(New York) November 29, 2004 -- "People are bombarded visually at every turn," states Gillespie Design's creative diva and principal, Maureen Gillespie. "Most people spend a lot of time on their computers, which, while visually stimulating, is a very flat, two dimensional medium. The one thing that is being underutilized today is the sense of touch. With every new project, we try to incorporate something unusual to entertain and surprise our recipients."

That philosophy has paid off. Four projects from Gillespie Design Inc. were chosen to be featured in the newly released Rockport Publishers book, "1000 Graphic Elements". The projects, including one for America Online, were chosen from an international pool of design talent for their "delightful details that make a piece... memorable and unique."

This is the fourth Rockport book Gillespie Design's work has been featured in. Previous publications include:

- * "Letterhead & Logo Design" published in 2003, featuring a logo for a baby stationery line.
- * "One-Color Graphic: The Power of Contrast" published in 2001, featuring a holiday card created using only one ink color.
- * "Boxes, Bags, & Tags: The Best of Graphic Design for Shopping Bags & More" published in 1998, featured a package design for House & Garden magazine's luxury issue.

Gillespie Design's work has also appeared in the Print "Regional Design Annual 2000" for a gift package created for The New York Times.

Started in 1991, Gillespie Design helps companies increase their bottom line by creating innovative solutions that get them noticed. From media kits, brochures and packaging to branding and corporate identity, Gillespie Design works closely with clients to develop and enhance their brand. Their clients include American Express, AARP Publications and The New York Times.

For more information or any design-/small business-/women owned business-related stories, contact:

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- 1 *project* AOL 7.0 Launch Brochure
client America Online
- 2 *project* Thanksgiving Mailing
client Self Promotion
- 3 *project* Baby Photomailer Packaging
client Wendy&Amy
- 4 *project* Pez Holiday Mailing
client Self Promotion