

## **FOR IMMEDIATE RELEASE**

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### **Philadelphia Agency Defines “Digital” with New Division**

Philadelphia ad agency D4 Creative, has announced the opening of its new digital services division, D4 Digital.

The new enterprise is being headed up by Melissa Shusterman, a veteran television producer for such names as MTV, VH1, FX, The Travel Channel and the Food Network. She is also a pioneer in episodic web video content distributed on YouTube, Blip.tv, and facebook, among others.

According to Shusterman, D4 Digital employs an approach to marketing that is unique in their region, and more appropriate for today—helping companies use video as the cornerstone of their marketing efforts. While video has traditionally been thought of as “too expensive”, D4’s approach is intended to significantly lower overall cost while increasing marketing impact and effectiveness.

“More and more companies are realizing that customers want to get information via video, usually from the web, but they’re also realizing that amateurish, homemade stuff doesn’t make a very good impression,” said Shusterman. “We’re applying our TV experience and in-house technology to deliver for companies who never thought they needed—or could afford—video.”

Suzanne Hatfield, founder and CEO of D4 Creative, started the company 20 years ago fresh out of the engineering profession. “Having our roots outside the agency world has really helped us understand the needs of companies much better than the typical ad agency. We know how to keep our clients current and relevant without breaking the bank. For us, launching D4 Digital is to see things come full circle in our industry,” said Hatfield.

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Located in Manayunk, D4 Creative is in the top 1% of advertising agencies in Philadelphia. It is a woman-owned enterprise with 20 years of distinctive experience in Television and all forms of video communications for a variety of industries.

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