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Announcing Aim Straight Up

Leading Businesses to Leverage their Brand

FOR IMMEDIATE RELEASE

CINCINNATI – December 7, 2010 – Aim Straight Up was created from the ashes of the recession by entrepreneur Debbie Dent, who is also the founder of Willow Creative Group, a successful company for over 20 years that closed in 2009.

“With the down economy, I guess it was my turn to experience loss and dramatic change. I’m thankful for the 22 years of awesome clients and employees and will always have the great memories. Opening Aim Straight Up feels right because I’m leveraging the experience of change,” commented Dent.

In the current cultural establishment of mega branding and marketing firms, and a time when small local businesses are using terms such as ‘positioning’ and ‘branding’, Dent finds solace in a mature outlook as a seasoned veteran in the industry. Dent says, “I’m reaching out to companies who understand the meaning and value of marketing communication strategy, design, execution and measurement and are willing to commit time and resources to be more successful.”

In the short time of creating Aim Straight Up, located In Over-the-Rhine, Dent has acquired national clients such as JourneyLite – a weight-loss surgical center specializing in the holistic approach to a healthy lifestyle. She also maintains a few clients from her past including Hill-Rom, The Citizens Bank of Ashville and Pilot Chemical.

“Debbie and her team were hired to help Graydon Head update its brand including a new logo, related print materials and a new website. Her collaborative style helped our internal team take a more creative approach to the project.”, commented Connie Laug, Marketing Director at Graydon Head.

The competitive world of marketing communication, branding, design and creative strategy, has given Aim Straight Up a new approach - working to give the client desired results by employing the freelance creative talent that exists in the 'land of brands', - supporting the 21st Century new business model.

"I now focus on progress instead of perfection and in doing so the results are more meaningful. This approach also allows for faster modifications when the effort isn't getting the desired marketing communication result," commented Dent.

Part of Dent's New Year's Resolution is the creation of a group coined 'The Creative Society' which is a casual social group for the creative class of Cincinnati. It's open to all who create and wish to be connected to other creatives, share ideas, network, be inspired and just be who you are among friends.

The first meeting will occur on Wednesday January 12, 2010 from Noon to 1:30 p.m. at Venue 222. The 'structure' of the group will be a flexible forum with open dialogue and thought. The group will meet every other month.

Further inquires regarding 'The Creative Society' can be made on the Facebook page.

For press inquiries or general inquiries please contact PB&J Public Relations, Branding & Jabber - Micah Paldino: micah.paldino@pbjpr.com Phone: 513/381/7676 or 513/668/7676