



FOR EMBARGO UNTIL FEBRUARY 15, 2018

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TWO LEADING AGENCIES – MOTION PR AND AGENCYMSI – MERGE TO BECOME MOTION

*New Creative Communications Agency, Motion,
Brings Branding, PR, Digital and Creative Under One Roof*

CHICAGO (Feb. 15, 2018) – Motion PR, a leading public relations and digital firm in Chicago, today announced its merger with AgencyMSI, the 57-year-old, Chicago-born integrated marketing and communications agency. Effective immediately, the two companies come together as [Motion](#).

Kimberly Eberl, CEO & Founder of Motion PR, is at the helm as Owner and CEO of Motion, which is a certified woman-owned business. Dave Weiner, founder and CEO of AgencyMSI, is retiring after nearly six iconic decades in the advertising industry.

Marrying AgencyMSI's deep retail, branding, planning and digital capabilities with Motion PR's rich PR and digital practice for consumer, healthcare and business-to-business clients, the newly-formed Motion can now serve clients as a multi-disciplined, creative communications agency. Anchored by its four leading divisions of creative, digital, public relations and branding, and staffed with a collection of strategists, designers, writers and technicians, at more than 60 people, the new company builds relationships that keep brands in motion as a strong mid-sized agency.

“By aligning the two agencies who already share an entrepreneurial spirit, results-oriented approach, creative curiosity and a deep commitment to digging deeper to solve marketing challenges, we are poised to offer that much more to our client partners,” said Eberl, owner and CEO of Motion. “Because relationships matter. Personal and professional. And, when it comes to ensuring our partners’ stories get told -- in and across any medium necessary -- both are critical. Our new, collective services will provide those very solutions.”

Motion bolsters an impressive client list across diverse verticals and multi-media disciplines. Representative clients include Serta, The Home Depot, Simon Property Group, Feld Entertainment, Kenmore, DieHard, Tractor Supply and Becker Professional Services.

About Motion

Motion is a multi-disciplined, creative communications agency with creative, digital, public relations and branding at the core of the integrated marketing practice. The agency is passionately committed to an ever-evolving industry, working closely with B2C and B2B clients to unearth strategic solutions for today's marketing challenges. Motion is filled wall-to-wall with curious thinkers, problem solvers and strategic storytellers, living and breathing the brands we partner with and building relationships with what makes them truly move -- people. For more information, visit www.agencyinmotion.com or contact Maddie Wojtalewicz at maddie@motionpr.net, 312.946.6046.

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