



NEWS

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J. SIMMS AGENCY LAUNCHES ONLINE MARKETING DIVISION

-- Bonnie Vieira Promoted to Oversee New Operation --

j. simms agency, a full-service advertising and public relations firm, has opened a new online division and now offers online marketing, advertising and Web development services, it was announced by Julia Simms, founder and president of the 13-year-old San Diego-based firm.

Bonnie Vieira, previous account executive with the agency, has been promoted to the position of Director of Client Services and will oversee the fledgling division alongside Michael Simms, vice president and operations manager of the firm.

New services through this division include Web site design, search engine optimization, E-mail marketing, social networking, mobile phone campaigns and digital media networking.

"The rise of social media and on-the-go media consumption has given birth to a new and rapidly growing way of marketing," Simms said. "Understanding these new rules of media usage and integrating the ever-expanding array of nontraditional applications into a more traditional print and broadcast marketing campaign is the next logical move for a firm who wants to stay on the cutting-edge."

This new division launch comes only a year after j. simms agency, formerly Julia Simms Public Relations, acquired competing agency Cassle Communications and expanded its services to include advertising and branding in addition to its long-established, multiaward-winning public relations services.

Founded in 1995 in the Scripps Ranch area of San Diego, j. simms agency has a host of clients in the building industry, including Barratt American, Bosa Development, The Corky McMillin Companies, Cornerstone Communities, Intracorp, Janez Group, Pacific Scene and Reynolds Communities, as well as land developers Starwood Capital Group and Headlands Reserve. Other clients include the South County Economic Development Council, South Bay Family YMCA and the city of Imperial Beach. More information can be reached by visiting jsimmsagency.com.

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