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Boutique Experiential Marketing Firm C3 Agency Moves Headquarters to Atlanta

ATLANTA, January 27, 2015 – C3 Agency, a boutique experiential marketing firm, has moved its headquarters to Atlanta’s trend-setting Inman Park neighborhood. Described as “an agency’s secret weapon and a brand’s heavy artillery,” the agency is poised to capitalize on Atlanta’s unique combination of vibrant energy and southern charm.

Since opening its new loft offices in Atlanta in late 2014, a stone’s throw from the celebrated Krog Street Market, C3 has created these one-of-a-kind programs:

- The #YesToMovement Tour, the first national experiential campaign for Yes To Carrots, an award-winning line of natural skincare products that resulted in C3 Agency being named a finalist for a MediaPost 2014 Creative Media Award;
- #HelloAtlanta social media and influencer activation to promote Virgin Atlantic’s partnership with Delta Airlines and inaugural flights from Atlanta’s Hartsfield-Jackson International Airport to Heathrow; and
- #LovetoFlyVirgin launch events supporting Virgin America’s debut flights from the airline’s stylish new home at Dallas Love Field airport that included a cocktail party and reception for VIP influencers featuring country pop star Kacey Musgraves

“Virgin America is highly selective when choosing partner agencies,” said Luanne Calvert, Chief Marketing Officer of Virgin America. “C3’s forte is in creating experiences that amplify our bold, modern brand personality.”

C3 works with brands to create unified, credible and strategic campaigns that offer clear brand messaging and achieve the product’s marketing, public relations, social media and sales goals. By carefully curating teams based on a select network of the best professionals in a variety of fields, C3 Agency is able to handpick experts and apply their specific experience to each individual client project.

“At C3 Agency, we pride ourselves on setting trends and creating experiences that are flawlessly executed down to the last detail,” said Ms. Courtney-Myers. “Just like our first location in Brooklyn’s Williamsburg neighborhood, our Inman Park offices are the ideal place for the C3 Agency team to draw inspiration from all the city has to offer. In the year ahead, C3 is looking forward to partnering with global brands that not only have a positive impact worldwide but also call Atlanta home.”

About C3 Agency

Founded in 2000 in Williamsburg, Brooklyn, C3 Agency is a creative shop offering engagement marketing and experiential event programming that thrive in unexpected, non-traditional locations. C3’s hybrid approach leads to compelling brand experiences that spark media coverage and drive consumer action, advocacy and amplification.

C3 is led by Christine Courtney-Myers, a pioneer and innovator in the field of experiential marketing. She has curated her “agency of experts”, a meticulously vetted network of top production, social media and experiential marketing specialists in US markets and key global hubs. As a result, C3 is able to serve brands and their agencies across the country and around the world.

For more information, visit www.C3agency.com.