



News Release

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M/C/C Forecasts Market Evolution, Mobilizes for Coming Changes

Dallas-based advertising agency integrates new techniques, mobility into marketing plans

Dallas, Texas – Jan. 25, 2011 – [M/C/C](#), a Dallas-based, full-service marketing firm, has always had an eye for innovation, having been in the advertising business for 25 years. That is why it comes as no surprise that M/C/C is ushering in a new decade by introducing a series of upgrades in preparation for changes in marketing communications during the coming year.

“The world is going to be more mobile than ever in 2011,” said Mike Crawford, founder and president of M/C/C. “The adoption of smartphones and tablets allows anyone to take their whole life with them—news, social networks, jobs—nearly anything they need can be accessed from anywhere, and it’s revolutionizing the way that companies reach them.”

The agency has redesigned its website and collateral, such as business cards, keeping in mind the growing number of devices used to access the Internet. The new site includes a complete series of formats, designed to maximize efficiency and generate a better user experience, while maintaining a common brand and purpose through each one, regardless of the device used to access it. In addition to its standard URL, the site can also be accessed by scanning the quick response code (QR code), found on any M/C/C business card, with a smartphone scanner application.

“The changes you’re seeing in M/C/C reflect the changes you can expect to see across every industry this year,” said Pam Watkins, senior vice president, business strategy and media planning, M/C/C. “Mobility has already begun to take root in social media, Web development and every other part of marketing, and we’re happy to have a team of experts who can lead our clients into these new trends with confidence and great results.”

The agency has helped clients across a variety of industries expand into new services and markets since the height of the technology boom. M/C/C offers expertise in the full spectrum of marketing communications, including public relations, media placement, graphic and interactive design, Internet and search engine marketing, social media, advertising, video production and research. In addition, the company provides consulting and planning of marketing efforts

designed to bring clients to the forefront of their industries and executed through the most efficient, effective avenues available.

About M/C/C

Dallas-based M/C/C provides marketing, advertising, public relations, Internet marketing, social marketing, video production and research for companies ranging from growing start-ups to global leaders. Several of M/C/C's clients dominate their industries, including Texas Instruments, CapRock Communications, CommScope Enterprise Solutions, United Supermarkets and Chuck E. Cheese's. The agency's mantra, "living the unexpected," has not only helped clients exceed their marketing goals, but has also consistently made M/C/C one of the top PR, social media and ad agencies in Dallas for 25 years. M/C/C's website is <http://mccom.com>.

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