



*“Excellent firms don’t believe in excellence –only in constant improvement and constant change.”*

—Tom Peters

## Two long-time, local agencies combine to create local marketing powerhouse

*The Atkins Group/ Gray Web Tech +Design will fully merge their talent, expertise, office space, clients and staff*

SAN ANTONIO, September 16, 2011 — Two of San Antonio’s most recognized names in their respective and distinct areas of marketing, The Atkins Group and (formerly) Gray Web Tech +Design, have announced that they have joined forces to become one of the city’s most formidable marketing powerhouses. The new entity will boast award winning strategic brand communications and a fully integrated digital platform team, all under one roof, in a newly expanded office space near the RiverWalk in San Antonio. The move is based upon the belief that “The whole is greater than the sum of its parts.”

Gray Web Tech has changed its name to become **Gray Digital Group** as well as its logo so that BOTH will closely mirror the brand identity of its new partner, The Atkins Group. (See new logo at top of page.)

The Atkins Group, which brings the brand communications piece of the partnership, has deep roots in San Antonio, dating back to 1963. The agency was started by Chip Atkins and is one of the oldest advertising/marketing firms in the city. In 2011, The Atkins Group is led by **Steve Atkins**. The Atkins Group is a brand communications agency that focuses on fully integrated campaign development that seamlessly presents a client’s messages across all platforms of intrusive and invitational media. The Atkins Group is the only local agency with two **creative** directors and two **media** directors, positioning the agency to handle significant clients, as well as, a substantial volume. The company with offices in San Antonio and the Rio Grande Valley has 24 full time employees and serves as the “agency of record” for 17 companies in San Antonio and throughout Texas.

Friends since high school, **Brad Gray** and **Jim Aderhold**, the owners of Gray Web Tech +Design, one of the city’s leading web development firms, joined forces in 2001 to help local small companies develop a web presence. Their “office” consisted of plywood on saw horses and a few computers. Fast forward to today, Gray Web Tech +Design is now a full service web development and strategy provider with 12 employees, a client base that exceeds 100 accounts and an impressive 95% client retention rate.

According to Steve Atkins, president of The Atkins Group, “Our goal over the last few years at The Atkins Group has been to help clients discover and effectively portray their unique brand position and to deliver that brand story through all available touch points existing in the lives of our audiences.” He said “Technology has created exponential growth in the digital touch points within people’s lives and our partnership with Gray is intended to fully extend our talent and capacity to help maximize our client’s reach into those touch points.”

Atkins went on to say, “To date we have had a good base of web/interactive talent in The Atkins Group and have been recognized with national awards in this category, but we wanted to take a dramatic leap forward by increasing the digital staff abilities and are doing that by adding the muscle of these 12 inimitably talented people of Gray Web Tech through this partnership.”

Brad Gray, co-founder of Gray Web Tech said, “We’ve been watching for some time now as traditional agencies started to wake up and see the power of digital.” He said, “Many of these agencies tried to rebrand themselves as digital experts by adding a web developer or two to their staff but compared to the power of our digital offering, the depth of our creative and technical staff and the decade of experience in the digital world — these agencies were falling short.” Gray continued, saying, “We spotted a great business opportunity in expanding our service offering to include award-winning brand development capabilities and in came The Atkins Group.

“The opportunity, culture, client mix and service offerings” according to Gray, “were a perfect fit.” He said, “We had the same vision for where the industry was headed and where we needed to be, in order to take full advantage of the evolution.

Both say that the decision to partner together was not taken lightly, but was an easy decision to make. Both organizations and most importantly our combined client base will benefit tremendously.

Jim Aderhold, co-founder of Gray Web Tech +Design said “We see great opportunity and growth in this partnership. Clients will immediately realize value from the expanded Gray/TAG team, the combined experience and strategic approach to integrated marketing that we offer.” He added, “Looking forward, 2012 is promising to be a great year. We’re ramping up staff and facilities to take full advantage of the opportunity in front of us. There’s not another group in this area that has the breadth and depth of services that we offer under one roof. We’re truly an integrated marketing team.”

### The Atkins Group

The Atkins Group is a brand communications agency that focuses on fully integrated campaign development that seamlessly presents a client’s messages across all platforms of traditional and interactive media. The agency— with offices here and the Rio Grande Valley, was started by Chip Atkins in 1963 and has a rich history of blue chip client relationships in San Antonio and throughout Texas.

### Gray Web Tech +Design

GWT is a full-service interactive agency that combines creativity and technology to develop web-based strategies and solutions for our clients.

<b>People:</b>	
The Atkins Group	24
Gray Web Tech	<u>12</u>
Total	36
<b>Where they will be located:</b>	
501 Soledad	
Gray Web will move into new office space at The Atkins Group location	
<b>Footprint:</b>	
• The Atkins Group space currently occupies 6,500 sq ft.	
• The new combined space will be 10,200 square feet.	
<b>Principals of the combined firms:</b>	
• Steve Atkins	
• Jim Aderhold	
• Brad Gray	