

## — NEWS RELEASE —

### FOR IMMEDIATE RELEASE

#### **WEST L.A. DESIGN FIRM AGAIN SELECTED TO REDESIGN ASSET-BASED LENDER'S ADVERTISING CAMPAIGN**

**Los Angeles, CA, August 1** – **Asylum**, a leading full-service graphic design studio for various regional and national corporations, today announced their selection to redesign the 2003-04 advertising campaign for Celtic Capital Corporation, an asset-based lender located in Santa Monica, CA. The project will focus on redefining the company's core message through strategic advertising and direct mail.

2002 marks Celtic Capital's 20th year in business, and although their current campaign has had a successful two-year run, it was decided that a change in direction would further improve their standing in the market. "The market is changing and our advertising has to reflect the needs of our clients," states Evon Rosen, vice president, marketing. "We primarily advertise to potential referral sources, and felt this was a good time to emphasize what sets us apart in the industry; personal service, creative thinking and the ability to close a deal." The challenge for asylum will be to improve on a successful campaign by increasing awareness and sales leads through advertising.

"Asylum produced our last campaign and subsequent support material. They have done a wonderful job of capturing our identity not only from a design perspective but from a marketing approach as well. Selecting them for the new campaign was an easy choice." The campaign features beautiful photography of ordinary objects to represent themes such as creative problem-solving, precarious situations, and quick thinking. The shots were conceived during several collaborations between Rosen and asylum creative director, Jim Shanman. "We were looking to make simple yet powerful statements, so the message comes across loud and clear," states Shanman.

For over 16 years, asylum has created award winning corporate identity programs, advertising, collateral and marketing material for some of the most prestigious companies in the world, as well as regional retailers, manufacturers, service providers and non-profit organizations. The opportunity to redesign the Celtic Capital campaign is a perfect partnership between a forward-thinking company and a design firm with unlimited creative and strategic abilities.

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