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Designsensory Announces the Acquisition of Best Behavior Creative Club

Knoxville Integrated Marketing Agency Welcomes Chris McAdoo, Courtney Hendricks, Clients

KNOXVILLE, Tenn. — Today, Designsensory announced the acquisition of Best Behavior Creative Club, an innovative agency specializing in design, branding and integrated marketing. Founded 17 years ago in Knoxville, Tennessee, Designsensory is a 40+ person, full-service agency and currently works with organizations at the local, state, regional and national level.

Best Behavior Creative Club was founded in 2009 by Chris McAdoo. He joins Designsensory as a Creative Director, while Courtney Hendricks joins the team as an Art Director. This acquisition will enhance the Designsensory creative team and aid the company in its continued growth.

“I look forward to helping Designsensory grow while expanding the heart of the Best Behavior creative influence,” said McAdoo. “We wouldn’t have brought our team and clients into the fold if I didn’t wholeheartedly believe that we’re going to be doing some amazing, effective work. Designsensory is filled with good, talented people that put their heart and soul into their work and relationships with their fellow creatives.”

Designsensory offers branding, advertising and digital services, as well as in-house research, media planning, public relations, social media and other marketing capabilities. The company’s previous acquisitions include design studio Media South, and Lancaster Research.

“There has been long-standing respect between both of our companies because of shared values, goals and mission,” said Joseph Nother, Executive Creative Director and Co-Founder of Designsensory. “We put our clients first and strive to deliver value in boldly innovative and people-centric ways that are atypical of traditional agencies. Chris and Courtney, and Best Behavior’s clients, are more than welcome additions to Designsensory.”

Client lists, vendors and partnerships will remain the same throughout the transition, and existing contracts will be maintained.

Best Behavior Creative Club clients include Municipal Gas Authority of Georgia, Three Roots Capital, nonprofit radio station WDVX, and more. They will join the clients that Designsensory currently serves,

including numerous departments at the State of Tennessee, Tennessee Valley Authority, Bristol Motor Speedway, Augusta Tourism, Zoo Knoxville and more.

Designsensory and Best Behavior Creative Club are both award-winning agencies and have earned repeated and widespread recognition for their work. The acquisition will deepen Designsensory's creative firepower and bring an expanded service offering to Best Behavior Creative Club's clients.

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About Designsensory

Designsensory is a Knoxville-based, full-service agency that specializes in branding, marketing and digital experiences. Since its founding in 2001, Designsensory has been recognized on the Inc. 5000 List of America's fastest-growing companies and continues to build its team of fearless creatives, technologists and strategists. We help brands connect, differentiate and delight through integrated marketing solutions. For more information, visit www.designsensory.com.