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FOR IMMEDIATE RELEASE

Arsenal Advertising joins Jigsaw

Additional senior leadership deepens creative bench and provides more opportunities to clients.

Milwaukee (March 7, 2018) – Arsenal Advertising, Inc. has joined Jigsaw, a full-service agency known for its creative problem-solving approach to branding, creating a single, larger full-service agency. Jigsaw combines their collective brand development experience from large national brands and applies that critical thinking to digital strategy, execution and measurement.

With the addition of the Arsenal team, Jigsaw and its clients now have additional senior leadership in creative and account management. Scott Lynch and Steve Clementi from Arsenal will serve as creative directors at Jigsaw, and Dana Schoonover will join Jigsaw's client services team.

“Arsenal has a phenomenal reputation in Milwaukee, and we are excited to see what we’ll accomplish together in the future,” said Steve Marsho, one of Jigsaw’s founding partners. “Our shared values and complementary services are what make us a great fit, and joining forces will help us achieve our common goal of growing our clients’ businesses.”

The two companies have a shared focus on exceptional client service and relationships, and producing exceptional creative work. Jigsaw and Arsenal have found success in creating authentic and meaningful messaging for their clients, and continue to value and utilize creativity in a changing digital landscape.

Arsenal is best known for their creative development and brand strategy work for Marquette University, Steinhafels and Milwaukee PBS. Scott Lynch, formerly president and executive creative director at Arsenal, was a founding board member and former president of United Adworkers. He was also named a Milwaukee Business Journal 40 Under 40 winner. Steve Clementi, who served as vice president and creative director at Arsenal, has been recognized for his design and art direction both locally and nationally with 20 years of experience in the design and advertising industry, and was a board member of United Adworkers for three years.

In addition, Jigsaw recently promoted Cory Ampe to account supervisor / content lead and Charlie Collins to digital analyst / campaign strategist. These announcements follow the company’s promotion of Amanda Janssen-Egan and Mike Luedke to junior partners in September. Acquiring and growing existing talent positions Jigsaw for continued growth in Milwaukee’s creative industry.

About Jigsaw

Jigsaw is a Milwaukee-based full-service agency established in 2004 that distinguishes itself by focusing on a culture of curiosity, diligence and entrepreneurialism in a collaborative environment. The agency works with clients to find the truths in customer behavior, which result in creative that is more relevant and more effective. Jigsaw's core competencies include: strategic and integrated planning, brand identity management, research, advertising and design interactive, media planning and buying. Some of Jigsaw's current clients include Lake Consumer Products, Landmark Credit Union, ManpowerGroup and VISIT Milwaukee. For more information visit jigsawllc.com

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