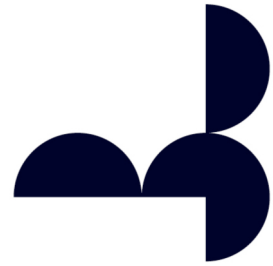


Attention

PRESS  
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Reference	Date
Press Release      Contact: Charles Lago	10-Feb-10

## **Award-winning UK creative studio, Moving Brands enters US market with unique approach**

**SAN FRANCISCO, CA.** (February 1st, 2010)-Moving Brands, a London-based independent brand Agency will be opening their first U.S. studio in San Francisco. The San Francisco location will be the firm's fourth global division, with studios already in London, Tokyo, and Zurich.

The new Moving Brands studio, located in San Francisco's eclectic SOMA neighborhood, will enable Moving Brands to service the fast moving needs of their West Coast clients as well as the wider U.S. market.

Founded in London in 1998 Moving Brands has developed a unique cross-platform approach to branding with clients in the technology, fashion, entertainment and government sectors. Moving Brands create, transform and refresh brands for a moving world with services ranging from brand and digital strategy, brand identity, and brand experiences. "In a fast moving world, businesses have to adapt every day, so should their brands," says CEO Ben Wolstenholme. "We are constantly reinventing the way people connect to brands and brands connect to people." [www.movingbrands.com/?page\\_id=2](http://www.movingbrands.com/?page_id=2)

Moving Brands' creative use of technology has resulted in a number of impressive "firsts" across a broad range of media, including the first interactive streaming advertisements, the first moving advertisement on a PDA, the first live broadcasts transmitted from Outer Mongolia via

portable Satellite, and the first augmented reality cover linked to social media: [www.movingbrands.com/livingidentity](http://www.movingbrands.com/livingidentity).

At the heart of Moving Brands' work lies a fundamental belief that brands should be as dynamic and relevant as the companies, services, and products they represent.

### **Ben Wolstenholme (CEO):**

Ben Wolstenholme has been the CEO of Moving Brands since co-founding the company in 1998. He was instrumental in developing the innovative Moving Brands approach to branding which has seen the company transcend its peers and carve out a reputation as a leading brand identity agency.

At Moving Brands, Ben has creatively led award-winning work for clients including: *Nokia, British Gas, The BBC, Coca-Cola, Jamie Oliver, Nokia, Paul Smith, Swisscom, Telewest, The University of the Arts London, Vodafone and Yahoo!*

Ben speaks regularly on the subject of 'creativity for a moving world', events have included; *The Financial Times Knowledge lecture series, Apple Store launch, Adobe Inspired Media, Streaming Media Conference* and the *ICA lecture series*. Ben is regularly quoted in the British national and trade press and has also advised on policy setting for the UK Technology Strategy Board.

Ben believes the basic nature of Moving Brands is story telling. To that end he recruited George Englund as President. Englund has had a long successful career as Producer, Director, and Writer in films and television. He was partnered at different times with both Paul Newman and Marlon Brando.

Diane Harwood has joined Moving Brands San Francisco in the role of General Manager. Diane was one of the original founding partners and CFO of Stone Yamashita a leading creative studio which now operates as SY Partners.

As an illustration of corporate efficiency, the San Francisco Studio is under the management of Diane Harwood.

Ben moved with his young family to San Francisco in 2010, where he will continue to act as CEO to Moving Brands globally, while also working closely with existing clients on the West Coast and across the US.

The Moving Brands vision, portfolio, client roster and blog can be viewed online at [www.movingbrands.com](http://www.movingbrands.com)

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