



PRESS RELEASE

Propane Fires Up New Site To Reflect Growth in Size, Offerings

(San Francisco, CA) – July 5, 2011 – Propane Studio, a leading independent digital agency, today announced the launch of its new website, propanestudio.com, an experience that reflects the agency’s transformation, unprecedented growth and continued evolution.

Consistent with Propane’s appreciation for design sensibilities that capture the true personality of a brand, the completely revamped site showcases the agency’s work, leadership, and offerings in a clean, minimalist style that compliments the firm’s overall aesthetic and approach. A sleek, gridded design and elegant interaction model is paired with pioneering technology to allow Propane’s hugely successful brand activation work to be the primary focus.

“In today’s marketplace, our appetite for reinvention is insatiable,” said Steven Brisson, CEO of Propane. “As agents of change ourselves, who we are and what we create is a reflection of our innovative spirit and the incredible talent of our shop. As such, the new propanestudio.com pays tribute to the most authentic and differentiating aspects of Propane—our people and our work.”

During the past eight years, Propane has created hundreds of unique digital experiences that clearly and effectively communicate the value proposition of some of the world’s leading brands, including Audi, Intel, Intuit, Men’s Wearhouse, Pandora and Sega, among others.

The agency’s ongoing investment in talent, training and R&D to spark continuous innovations has enabled its clients to outperform competitors through first-to-market solutions and actionable brand experiences across a variety of categories and platforms.

Propane is at an exciting inflection point in its growth, having recently expanded both its SF footprint and DUMBO-based NY office. The time was right for the agency to channel the positive momentum into a reimagining of its existing website to highlight some of the category-defining and award-winning work it has delivered for its clients. Additionally, the site’s career section now features a “Day in the Life” vignette of Propane’s unique culture that serves as both a call for the best talent in the field, as well as a snapshot of why clients are proud to call Propane their agency partner.

“As you’d expect with our collaborative atmosphere, nearly everyone in the agency contributed to some aspect of the new site”, said Brisson. “We are extremely pleased with the results, and hope that the new Propane brand experience will help people to better understand the value we bring as an agency.”

about propane studio

Propane Studio, one of the fastest growing independent agencies with offices in San Francisco and New York, fuels a roster of memorable brands that span a broad range of categories. Clients include Audi, Intel, 7 For All Mankind, Hitachi, Intuit, Kaiser Permanente, Macy’s, Men’s Wearhouse, Pandora and Sega. Founded in 2003, Propane is home to some of the most experienced brand and technology specialists in the industry—pioneers in the design and development of first generation web, social and mobile solutions, as well as dozens of campaigns that have earned recognition and numerous awards from Communications Arts, BAFTA and The Webby’s.

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