



THE HALO GROUP

PRESS RELEASE

For Immediate Release

MEDIA CONTACT

Lara Cohn
lcohn@thehalogroup.com
212-643-9700

The Halo Group Launches Halossary Mobile App

Agency launches new app to serve as interactive guide of marketing industry terms

NEW YORK, April 22, 2015 – [The Halo Group](#), a branding and marketing communications agency, has announced the official launch of the [Halossary App](#). This newly created app serves as a guide for marketing terms, for CMOs and communication professionals. The Halo Group has utilized their 20 years of agency experience to curate an in-depth collection of marketing terms, clarifying the definitions of new and commonly used words and lingo throughout the industry.

“With the proliferation of new terms and buzzwords that our own industry needs to manage, the Halo Group created this handy tool to ensure we are all speaking the same language. We hope this mobile app will serve as a go-to guide for industry experts and new professionals alike,” said Linda Passante, Co-Founder and CEO, The Halo Group.

The Halossary App features several exciting capabilities, including the ability to crowd source new terms from users with its “Suggest a Term” feature. This allows users to recommend terms to be added to the Halossary and mobile app.

The Halossary includes the following tools to help professionals navigate through industry lingo in a trustworthy and easily accessible mobile app:

Browse: Easily navigate all terms in the Halossary

Share: If you find a term you use often or are particular found of, tweet or email it

Search: Utilize the menu to search through the Halossary library

Contribute: Login with Twitter to suggest a term you would like to add to the Halossary

The Halossary app is currently available to download in the iTunes App Store
<https://itunes.apple.com/us/app/the-halossary/id925128046?mt=8>

#

About The Halo Group

[The Halo Group](#) is a marketing communications and branding agency that brings experts in business, branding, advertising and public relations together to work as a single team. As creators, producers and distributors of content, Halo helps companies with every experience that a customer has with their brand. The Halo team works alongside a select group of international, national and regional clients. Halo's work has been honored with some of the industry's top awards; Telly, Webby, and Internet Advertising Competition Awards but, more important, these campaigns are building relationships around the globe. Founded in 1994, The Halo Group is independently owned agency, headquartered in New York and is a member of AAAA, PRSA, AMIN, NAWBO, and a recognized MWBE. Visit www.thehalogroup.com to see how we Shine.