



THE HALO GROUP

Shine.

Halo Timeline

2015

The Halo Group Gets Fashion Savvy

The Halo Group is named the Agency of Record for Flossy shoes, launching the hottest European beach accessory in the US through an integrated PR and Social Media campaign

Launch the Halossary (Halo App), an in-depth collection of marketing terms, clarifying the definitions of new and commonly used industry words

The Halo Group continues to invest in key areas with the addition of an SVP, Marketing and Business Development and Senior Social Media Strategist

Linda is featured in the *New York Post* for her expertise in running a small business in Manhattan

2014

The Halo Group Expands Its Global Footprint

Joins the Advertising and Marketing International Network (AMIN)

The Halo Group Helps U.K. University Put Social Responsibility on U.S. C-Suite Agenda

Launches Executive Education programs to NYC fashion and finance industries

Linda is honored with the Silver Stevie Award for Women in Business

The Halo Group is honored with 7 Telly Awards for their creative television campaign for St. George's University

2013

The Halo Group Wins the Lottery

Creates captivating branding, loyalty, and PR campaigns for Lottery Rewards and Hess Express

The Year to Double Down, Shake Up

The Halo Group invests in all key areas - creative team, social media, client services, media and search engine marketing

The Halo Group Takes Integration Seriously

Digital Fitness program introduced to ensure all employees are making the most of what technology has to offer clients

2012

Most Interesting Media Buy

SGU gets aggressive with video on the CBS Super Screen billboard in Times Square

Bring on the Accolades

The Halo Group receives Honorable Mention at the 2012 PR Daily Awards for Best Use of QR Codes in a PR/Marketing Campaign

Yahoo! Voices names Halo as one of the Top 5 Marketing Firms from New York to Boston

"Agency strives to provide innovative and proven marketing solutions that leverage the latest technology to meet all of your marketing needs"



THE HALO GROUP

Shine.

Halo Timeline

2011

We're Moving on Up

The Halo Group adds a floor

Linda gets featured in *The New York Post*

"Women get the biz...female-owned firms are thriving." Highlighted Linda as part of the fastest growing segment of businesses - companies owned by women

2010

Halo Celebrates Sweet 16!

We've been in business for 16 years - time to celebrate

Fun Above All Else

The Halo Group redefines the casino experience for legendary Mount Airy Casino Resort's communications campaign

2009

Adweek Takes Notice

Adweek publishes a great article about The Halo Group's work with the Guy Carpenter origami campaign

2008

Halo Early Adopter of Facebook

Joined June 10, 2008

The Halo Group Scores with The Knicks City Dancers

The Halo Group's team members are, for the first time, rendered speechless by the sight of their new client

2007

Halo CEO Wins The Stevie International Entrepreneur of The Year Award

The Halo Group CEO, Linda Passante, wins the Stevie International Entrepreneur of the Year Award

2006

Halo Celebrates a 12-year Client

The Halo Group execs formally celebrate St. George's University's 30-year anniversary, and 12 years of a successful client-agency relationship

2005

Halo Closes Long Island Office & Moves to The Big Apple

Ready to become a major player in Manhattan, The Halo Group transplants itself entirely in the city and closes their (original) office in Long Island

2004

Bank of Smithtown

The Halo Group helps create the customer experience for the Bank of Smithtown



THE HALO GROUP

Shine.

Halo Timeline

2003

Halo's Work Gets Recognized

The Halo Group has been honored with more than 200 industry awards for outstanding client work

2002

Halo Establishes its Manhattan Presence

The Halo Group opens a second office in the big city to help recruit the world's best talent

2001

Puppies, Snakes and Soy Hot Dogs

The Halo Group helps launch St. George's University School of Veterinary Medicine and brings Veggie Patch to the U.S.

1999

The Halo Group Goes International

The Halo Group begins producing first-rate TV, radio and print creative in the Caribbean's Windward Islands

1998

Evolution of "The Halo Group"

The Halo Group Advertising and Marketing Communications spreads its wings over a broader service offering, including branding and digital. Therefore becoming "The Halo Group"

1995

Halo's Awards Debut

The Halo Group makes its debut and sweeps award shows with BEST OF awards for its clients: St. George's University and Automobile Club of America

1994

Founded

Denise Goodwin Pace and Linda Passante founded Halo Advertising & Marketing Communications with a promise to create an environment where elite minds could collaborate with clients and one another
