



THE HALO GROUP

About Halo

Headquarters	New York City
Chief Executive Officer:	Linda Passante, CEO/Co-Founder
Established:	1994
A Mighty Midsized Agency:	36 people strong
Billings:	\$43 million in capitalized billings
Awards:	Recognized by 250+ industry awards
Our Services:	Expert in all key areas of Integrated Marketing Communications including: Brand Strategy, Media Buying and Planning Services, Creative Execution, Experiential Content, Social Media, Trade and Consumer Public Relations
Countries Served:	Marketing in 23 countries worldwide
Member in good standing with:	AMIN, PRSA, DMA, AMA, Manhattan Chamber of Commerce and NYS Minority-owned Business.

WHO WE ARE

The Halo Group is privately held, woman owned marketing communications and branding agency that brings experts in business, branding, advertising and public relations together to work as a single team. Halo helps companies with every experience that a customer has with their brand.

OUR PHILOSOPHY:

Brands are like people. Whenever we see someone who really loves their work, someone who's doing what they're born to do, they shine. They radiate purpose and people are pulled toward their light.

Brands are the same way. And brands with purpose profit.

They build loyalty, attract new customers, and build share of mind and market.

At Halo, we build relationships that enrich people's lives, and corporate bottom lines, too.