

Affect Shows Strong Business Momentum at the End of Q1

CommPRO Editorial Staff



Affect, a public relations, marketing and social media agency specializing in technology, healthcare and professional services, announces strong momentum powered by a bevy of client wins in key markets that the agency services, among those include Slync.io, Intersection and TrustSwap.

The account wins signal a successful kickoff to the new year following double-digit revenue growth in 2020.

The agency added to its roster:

- Slync.io is a global leader in logistics operating process and system orchestration for global logistics providers and shippers. As the public relations agency of record, Affect will provide strategic media relations efforts for high-impact coverage to position Slync.io as a leader in global supply chain solutions and services through ongoing thought leadership and content creation.
- Intersection, the leading smart cities media and technology company specializing in out-of-home media, aiming to improve the experience of public space through technology and enabling brands to reach audiences on the go. Affect's strategic program focuses on content creation, media relations and thought leadership.
- TrustSwap, a full-service digital asset ecosystem focused on smart contract applications. Through strategic public relations efforts, Affect is helping to raise their position in the cryptocurrency space through

media relations, content development and proactive storytelling.

“Coming off of a strong year for our agency, we are thrilled to continue that momentum with the addition of several new clients in key B2B verticals that we serve,” said Sandra Fathi, president of Affect. “We are looking forward to being a strategic partner to these companies to help them elevate their position in the media and their respective markets, while advancing their business goals through marketing, digital and public relations strategies.”

For more information about Affect, visit affect.com or check out its LinkedIn, Twitter, Facebook or Instagram profiles.