



Harrington Communications

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Harrington Communications Launches Interactive Marketing Division

GROSSE POINTE WOODS – Harrington Communications, specialists in marketing, public relations and advertising for professional services firms, has launched bryte, an interactive marketing agency focused on providing digital marketing solutions to law firms. From advanced websites and online advertising, to email marketing and Flash animation, bryte helps law firms integrate new technologies into legal marketing.

Harrington Communications specializes in providing branding, marketing and advertising solutions to law firms. Bryte was developed after Harrington Communications identified the need for law firms more effectively integrate existing traditional marketing messages with their interactive presence - or to build an interactive presence altogether.

bryte's signature service is "bryte Vision". bryte Vision is a digitally animated video featuring a firm's key attributes that is developed using the latest multimedia software. bryte Vision videos are displayed on a flat screen TV mounted in a law firm's lobby or reception area.

bryte also specializes in developing law firm websites, which commonly include easy to use content management systems and are integrated with mini sites focusing on topics such as attorney recruiting and alumni relations.

"Law firms are increasingly looking for new, creative, affordable ways to reach their key audiences," said Jay Harrington, co-founder of Harrington Communications. "With the launch of bryte, we're now able to offer law firms a full complement of digital marketing solutions."

Harrington Communications is a strategic communications and graphic design firm that supports a diverse mix of professional service client, particularly law firms. The agency provides a variety of services including branding, advertising, public relations, website and collateral development and more. For more information, visit www.harringtoncommunications.biz.

bryte is the interactive division of Harrington Communications. It provides digital marketing solutions, including websites, electronic newsletters, Flash video animation, and online advertising, to lawyers and law firms. For more information, visit www.bryteidea.com.

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