
PRESS RELEASE

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Pixelarium Studio named agency of record for Big Brothers Big Sisters of Metropolitan Chicago

Thinking BIG wins the day for upstart agency

CHICAGO, IL -- Pixelarium Studios, an agency co-founded by Chicago advertising veteran Rob Mulsoff, was recently named Agency of Record by one of the most revered and respected Chicagoland charity organizations – Big Brothers Big Sisters of Metropolitan Chicago (BBBSMC).

After an extensive and thorough search process, Pixelarium emerged as the top choice for its ability to share a unique vision, and demonstrate what is truly possible for BBBSMC in the crowded and competitive arena of charity organizations.

"We are a visual storytelling studio," said Mulsoff, who founded Pixelarium after years developing major campaigns at top Chicago agencies. "We explore cultural, family and personal challenges. We celebrate triumphs in life. Our storylines are engaging. The style and identity of your brand is a story that can be told in many ways, and BBBSMC recognized our ability to break through with a unique perspective."

Arthur Mollenhauer, Chief Executive Officer of BBBSMC and former executive at Baxter Healthcare praised the bold, fresh vision Pixelarium brought to their organization, "Pixelarium shared not only a different creative point-of-view, but they brought a rigor and innovative process that is absolutely crucial in our world. Marketing Director, Kristine Brown added, "We are single-mindedly focused in our belief that all children achieve success in life and Pixelarium embraced that. We couldn't be more excited to have them on board."

Pixelarium will begin work immediately on a new, fully-integrated campaign for BBBSMC. "We are so excited to get started," said Pixelarium Creative Director Dan Fisher. "We believe storytelling helps create a connection with your audience that's authentic and opens a door into the lives of real people. There are many powerful stories to be told around the amazing work that BBBSMC does for the kids in our area." Account Director, Mike Enright builds on that sentiment, "We employ a rigorous strategic process that leads us to insight-fueled creativity. We're constantly asking 'why' to get at the most compelling and provocative storylines."

Mulsoff sums up the difference that Pixelarium offers its clients. "By operating efficiently and collaboratively, we produce exceptional work that is both breakthrough and affordable. As a private company, we have no shareholders to report to, leaving us nimble enough to keep overhead cost low, yet free enough to create the best, most colorful solutions to our clients."

About Pixelarium Studio:

Pixelarium Studios is a privately-held, Deerfield, IL based agency that operates on the desire to help clients of all shapes and sizes exceed the creative greatness they envision. All of its senior leadership has produced award-winning campaigns for fortune 500 companies. Their agency experience is enhanced by youthful, cutting-edge Creatives who "live" the latest trends and envision tomorrow's point-of-view. Pixelarium Studios has expertise in the non-profit, consumer packaged goods, beer/spirits, technology, healthcare and financial industries. For more information visit: www.pixelariumstudio.com.

About Big Brothers Big Sisters of Metropolitan Chicago:

Big Brothers Big Sisters of Metropolitan Chicago's vision is that all children achieve success in life. For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive. BBBSMC makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages 7 through 19, throughout the Chicagoland area, including Cook, DuPage, and Lake Counties in Illinois, and Lake County, Indiana.