

**FOR IMMEDIATE RELEASE**

Contact: Sabrina McLaughlin, APR  
Director of Decisions  
850.712.0538  
sabrina@insightfulconcepts.com

## **Insight Marketing Communications, Inc. Opens Bay County Branch**

January 19, 2010—Navarre, FLA--Insight Marketing Communications, Inc., a company known for their innovative marketing strategies designed to maximize profitability in an unsure economy, announced today the opening of their newest location serving the Bay County area.

Originally based in Navarre, Insight has been steadily growing throughout the past year and has seen success in the opening of their Phoenix, Ariz. office. Now, they have taken on a new challenge by offering their award-winning services to the Panama City market as it stands on the threshold of exponential growth.

Lara Herter, Insight's Director of Emerald Coast Development, will be at the helm of this project. Herter brings her experience in marketing research and wealth of knowledge in communication auditing to the table to serve the needs of the Bay County area's businesses. Joining Lara on Insight's team are Kindra Svendsen, a senior Public Relations major at the University of West Florida, and Christina Copeland, a junior at the University of West Florida also majoring in Public Relations.

Insight Marketing Communications owner, Sabrina McLaughlin, is excited about extending Insight's reach into a new territory bursting with possibilities as well as having the opportunity to watch as Bay County continues to grow.

"Insight has been extremely blessed in the last year considering the economy. We offer the same service that a large firm would, but in a much more cost effective and efficient manner. Because we operate as a virtual agency we go to the client and really focus on becoming a part of their team. We are looking forward to offering our award-winning full service marketing research, planning and concepts to the Panama City area," said McLaughlin.

For more information on Insight or its services visit [www.insightfulconcepts.com](http://www.insightfulconcepts.com) or contact Herter at (850) 217-9952 or McLaughlin at (850) 712-0538.

*Insight Marketing Communications, Inc., evolved in early 2008 from the well established PR Girl, Inc., which was a firm opened by agency principal, Sabrina McLaughlin, APR in the spring of 2005. Insight specializes in strategic integrated marketing partnerships with and for its clients by providing a variety of services including: communication audits, traditional and viral advertising campaigns, graphic design, copywriting, media relations management, electronic commercial production, media buying, market research and organizational seminars. The firm has offices in Florida and Arizona.*

###



850.712.0538 - Main Office  
850.217.9952 - Panama City  
520.280.7525 - Arizona

850.201.6772 - Fax

[www.InsightfulConcepts.com](http://www.InsightfulConcepts.com)