



# Press Release

## **OVO CREATIVE GROUP DEMONSTRATES CONTINUED GROWTH AND MOMENTUM**

*Full service branding and naming firm adds new clients to portfolio; Expands to downtown phoenix offices*

**PHOENIX, AZ – (May 23, 2006)** – OVO Creative Group, a boutique creative consultancy specializing in naming, branding and strategic design, announced continued growth with the signing of several new clients and expansion to new downtown Phoenix offices. OVO has gained four new clients including:

**FYGO, Phoenix:** A web-based financial solutions firm, the Phoenix-based company offers creative and affordable borrowing opportunities for millions of people left behind, ignored, or taken advantage of by conventional financial services firms and sub-prime financial providers. [www.yourfriendinfinance.com](http://www.yourfriendinfinance.com)

**Eagle View Development Group, Kingman:** Fast emerging as one of the nation's premier residential and commercial development companies, Eagle View launched in the Kingman, Arizona, area with future projects in key markets throughout the U.S. and abroad. [www.eaglevg.com](http://www.eaglevg.com)

**Fuchsia, Gilbert:** A newly launched Arizona-based facial spa and beauty bar retail concept, whose founders plan to expand the business as a franchise across the U.S.

**Enoch Films, Scottsdale:** A production company headquartered in Phoenix, specializing in screenwriting, direction and production.

"We turned to OVO for their expertise in company naming and branding," said David Farias, President of FYGO, a Phoenix-based financial services startup. "OVO's unique process has helped us to not only successfully launch the company, but has positively impacted our capital search and set the stage for name recognition within target audiences."

"Our passion is for design with purpose," explained Co-Founder and Principal Ryan Durant. "Branding is vital to the lifeblood of a company, and we've been able to partner with remarkable growing



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companies helping them to not only market themselves better but helping them build company value.”

Kyle Hildebrant Co-Founder and Principal Partner of OVO further commented on the company’s growth and success: “In a short time, OVO has grown into a dynamic firm with a strong roster of emerging growth clients. And we’re proud to be headquartered in downtown Phoenix where there is a palpable energy of creativity and excitement.”

OVO continues to work with clients ranging from publicly traded to privately-owned to non-profit institutions, and from a variety of industries including retail, business services, consumer products and healthcare.

OVO’s new offices are located at 389 E. Palm Lane Phoenix, Arizona 85004.

## **About OVO**

OVO is a creative consultancy that specializes in naming, brand identity and strategic design for emerging growth to mid-size businesses seeking to launch, grow or reinvent themselves. Recognized for their deep knowledge of brand positioning and a true advisory approach to client service, OVO provides brand identities from concept to execution for clients in a broad range of industries. The company’s strategic branding expertise spans all design disciplines from brand identity, to print, packaging, new media and environmental design. OVO’s founding philosophy is centered on design as a functional, relevant, compelling and clear cornerstone of serious brands—and ultimately “where brands are born”. For more information, visit [www.brandsbyovo.com](http://www.brandsbyovo.com).

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