



Embark Digital Named Agency of Record for BraunAbility

Embark Digital, a leader in the integration of strategic brand development and emerging communications channels, today announced it has been named Agency of Record for BraunAbility, the world's top manufacturer of wheelchair accessible vehicles and wheelchair lift systems.

"We're very excited about this new relationship with this well-known global brand that provides such an outstanding service to people with physical disabilities who want to maintain their mobility," said Mark Russell, president of Embark Digital. "BraunAbility selected us as its agency of record based on our professionals' deep experience in building social and digital marketing tools for original equipment manufacturers like Ford and Chrysler."

Under terms of the agreement, Embark Digital will work alongside BraunAbility to create a new marketing strategy and communications approach using social, digital and mobile platforms. This will include a strategic redesign of the brand's website to better address the needs of current and prospective clients, as well as an internal communication platform for BraunAbility employees and suppliers. Embark Digital will also launch the brand's new electronic customer relationship management (eCRM) system to enhance communications with customers and BraunAbility's dealer channel.

BraunAbility currently partners with automakers Toyota, Honda, Chrysler and Dodge to provide customers with the industry's most trusted mobility conversions.

"There is a growing global market need for wheelchair accessible vehicles," said Brandi Larkin, BraunAbility's digital marketing manager. "In order to meet that need, we selected Embark Digital to create new and better communication channels and content, all focused on improving our current and prospective customers' access to information about our manufacturing process and how we can customize automotive vehicles to meet the specific physical needs of our customers."

Press Contact

Jo Bourjaily | 248.489.8317 | jboujaily@dp-company.com

About Embark Digital

Embark Digital, a Duffey Petrosky company, offers clients strategic digital, social and mobile marketing communications solutions, inspiring consumers to engage deeply with brands. For more information, visit www.embarkdigital.com or contact Jo Bourjaily at 248.766.5765.

About BraunAbility

BraunAbility is the world's leading manufacturer of wheelchair accessible vehicles and wheelchair lifts for both personal use and commercial applications. Founded nearly 50 years ago by Ralph Braun, the company was built on the age-old adage, "Necessity is the mother of invention." Ralph Braun was a young man who used a wheelchair and had no reliable transportation to and from his place of work. He built his first wheelchair accessible vehicle in 1972, and since then, BraunAbility has grown into the most well-known and trusted brand in the mobility industry, bringing independence to tens of thousands of individuals across the world. For more information, please visit www.braunability.com.

About Duffey Petrosky

Duffey Petrosky is an award-winning, Michigan-based, full-service marketing communications agency where the definition of success is finding and implementing the right answer for clients. For the past 17 years, Duffey Petrosky has grown by attracting top-tier talent in every discipline. The agency has been consecutively listed on Inc. Magazine's 5000 Fastest Growing Companies in America from 2009 to 2013. The agency has also been named one of the Detroit Free Press's Top Workplaces from 2009 to 2013. For more information, contact Jo Bourjaily at 248.766.5765.