



## The S3 Agency Promotes Michael Kolatac to Associate Creative Director

### *Award-winning Art Director Takes on Management Role at Leading Agency*

(July 30, 2014 – Boonton, NJ): The S3 Agency, a New Jersey-based creative agency known for its New York-quality campaigns, announces the promotion of Michael Kolatac from Senior Art Director to Associate Creative Director. The promotion was announced today by the agency's Chief Creative Officer and Founding Partner, Adam Schnitzler. In his new role, Kolatac will be responsible for guiding work across traditional and new media channels for the agency's Fortune 500 clients.

Since joining The S3 Agency in 2007, Kolatac has created award-winning initiatives for clients ranging from BMW to Wyndham Worldwide. Prior to joining S3, Kolatac designed campaigns for many household name consumer packaged goods brands, including Tic Tac, Ferrero Rocher, and Nutella. Kolatac brings a signature sensibility and aesthetic to each creative challenge he takes on, regardless of the client's industry, and those talents will now be shared across The S3 Agency's customer portfolio.

"Mike has a rare ability to break down the most complex communication needs into their basic form, allowing him to deliver the messaging in a focused yet beautiful way," said Adam Schnitzler, CCO, The S3 Agency. "It really is with great pleasure that I make the announcement of his promotion to Associate Creative Director."

Kolatac has his BFA in Communication Design from New Jersey City University and also attended the renowned School of Visual Arts in Manhattan for typography. Additionally, he is an accomplished photographer whose work has been used in many creative campaigns.

For more information about The S3 Agency, please visit [www.theS3agency.com](http://www.theS3agency.com).

**PRESS:** For more information about The S3 Agency, please contact Christine Perez at The S3 Agency: 973-257-5533 or [cperez@theS3agency.com](mailto:cperez@theS3agency.com)

### **About The S3 Agency**

The S3 Agency in Boonton, NJ – known as "The New York Agency in New Jersey" – is an independently owned creative boutique specializing in advertising, public relations, and social media. Clients include BMW Motorcycles, Safilo USA and Tetley Tea. For more information, please visit [www.theS3agency.com](http://www.theS3agency.com).