



312 E. Buffalo St. | Suite 30
Milwaukee, WI 53202

braniganinc.com
414.459.3940
info@braniganinc.com

Branigan Communications announces rebrand and new name

Initiative reflects expanded capabilities and global corporate sector growth

MILWAUKEE — Sept. 28, 2020 — Branigan Communications today announced a major rebranding as part of a strategic initiative to evolve its business and recognize its global reach in branding and strategic communications, creative services and reputation management. As part of the rebrand, the company will now be known as Branigan.

“The rebrand is a significant milestone that marks our growth as a company and the changing nature of our work with global clients,” said Tom Branigan, founder and CEO. “Our data-driven approach has resonated with clients, and we’ve further fortified our offering to continue to drive value to businesses.”

A new logo, tagline and website accompany the rebrand, the website designed to highlight the company’s capabilities and serve as a platform for new opportunities.

“Changing the company’s name from Branigan Communications to Branigan, along with the debut of the new website, truly reflect where the company is today,” Branigan said. “The website highlights our wide range of client work, but also what we value as a company and how that shapes our approach to the work.”

In addition to the new identity, Branigan is introducing The Branigan Studio, which features the expanded creative services and solutions following the 2019 acquisition of Anthologie Inc.

The new tagline, “Energize brands, unite audiences and protect reputations,” speaks to the company’s areas of expertise in branding, events and strategic communications; strategic content, creative and digital strategy; and reputation and issues management. The rebranding includes revival of the Branigan Podcast, the debut of Branigan+ newsletter and a new look for the company’s LinkedIn, Facebook and Instagram platforms.

Please visit the new Branigan website at Braniganinc.com.

Branigan is a creative communications company that leads with its values of ethics and collaboration to drive value to businesses by energizing brands, uniting audiences and protecting reputations.