

# FUSION ADVERTISING

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## **Fusion Advertising Nets Wayport Account After Six-Agency Review**

*Global Network Provider Connects with Fusion to Grow Medical, Hospitality Business*

**DALLAS (June 16)** – After a month-long, six-agency review, Fusion Advertising has been awarded creative and media duties on the Wayport account ([www.wayport.net](http://www.wayport.net)). The initial multimedia campaign will be aimed at growing the company’s medical WiFi network services, and subsequent campaigns touting Wayport’s hospitality WiFi services are slated to launch in the near term.

According to Wayport, Fusion was awarded the account based on its strategy and the broad scope of its creative approach. Jennifer Young, director of market at Wayport, praised the team’s approach to the company’s communications challenges. “The Fusion Advertising team was spot-on with its ideas,” Young said. “More important, Fusion’s sincere enthusiasm for working with Wayport was evident at every step of the review.”

Fusion Advertising Creative Director Elena Baca underscored the team’s excitement about working with Wayport. “It’s an honor to work with a forward-looking company like Wayport,” Baca said. “Thanks to Wayport’s innovation and forward thinking, it has quickly become the leader in its industry. We’re privileged to be a part of their team.”

### **About Wayport**

Irving, TX-based Wayport is the one of the world's largest providers of network services, technology and applications support to mobile users at more than 13,000 locations in 35 countries. Premier Wayport venues include Radisson SAS, Hilton, Marriott and major hotels, airports, McDonald's restaurants and top retail brands worldwide.

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### **About Fusion Advertising**

Fusion Advertising is a boutique agency and creative factory based in Dallas, TX. Formed in 2004, Fusion blends key staff members from diverse creative, media, logistics, financial and

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