



MARKETING // ADVERTISING // PUBLIC RELATIONS

## FOR IMMEDIATE RELEASE

### Collective Alternative Celebrates Ten Years in Business

**INDIANAPOLIS, IN (August 2, 2018)** – Ten years ago, a new kind of marketing agency launched in Indianapolis—one that was built on the foundation of making business personal, driven by a set of core values and dedicated to its vision of helping small, local businesses thrive. The full-service marketing, advertising and public relations firm, Collective Alternative (CA), is now celebrating ten years in business—and looking back on the impact it’s made on the local Indiana landscape since its inception.

“When CA started ten years ago, there weren’t many places small, local businesses could turn to in order to grow. We wanted to become that resource—and we have. While there may be other firms small businesses can now turn to for marketing help, we know that they won’t get a personal experience driven by a comprehensive strategy that is completely unique to them outside of CA,” said Amanda Parker, owner and president of Collective Alternative.

“Our commitment to serving Indianapolis spills into every aspect of our business make-up. Our logo says it all—that every client gets solutions that are as unique as their thumbprint. We are truly dedicated to who we serve and believe that their success is our success,” said Parker.

#### Ten Years of Local Growth

What started in the living room of Parker’s home has now grown to become a true marketing powerhouse. Located in Fort Benjamin Harrison, CA doubled its staff and its square footage in 2017. CA has reported record-breaking revenues year-after-year since its inception and has been named to the Indianapolis Business Journal’s List of Top Public Relations Firms four-years running.

“We have seen exponential growth in the last ten years but our greatest success is watching our clients grow along with us. It’s a ripple effect—we have helped our clients reach new heights and new levels of success, allowing them to employ more Hoosiers and positively impact our local communities and our local economy,” said Parker.

#### Collective Alternative’s Key Highlights Over the Past Ten Years:

- Recognized by the Indianapolis Business Journal four years running as one of the largest public relations firms in the Indianapolis-area.
- Collective Alternative’s Owner and President, Amanda Parker, was named the [2016 NAWBO Avatar of the Year](#)

## **ABOUT COLLECTIVE ALTERNATIVE**

Collective Alternative is a full-service marketing, advertising, and public relations firm servicing small-to-medium-sized business. Located in Indianapolis, they have a team of 15 professionals that delivers comprehensive marketing strategies and creative solutions. As one of Indianapolis' largest public relations firms, they work with a multitude of clients across a wide variety of industries. Its services include branding, graphic design, web development, PR, social media, SEO and more. For more information about Collective Alternative, please visit the website at <https://www.collectivealternative.com>.

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