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Vanguard Public Affairs and 834 Design & Marketing Join Forces, Create Comprehensive Business Partnership

(Lansing, Michigan) – Vanguard Public Affairs and 834 Design & Marketing announced today a strategic partnership that will combine the unique resources and talents of both companies to benefit current and prospective clients.

The decades of experience both firms bring to the table make the organization a premier communications choice for dozens of clients across the United States, bringing 14 highly qualified professionals to bear in its joint work, said Kim Bode, principal and owner of 834 Design.

“When a prospective client hires one of us, they hire all of us,” Bode said. “They will receive the benefit, experience, and savvy of both firms as we put together experienced teams catered to their individual needs. This partnership isn’t a marketing ploy – it’s a comprehensive approach to client service that is unique in the marketplace.”

Vanguard is a leading strategic communications, fundraising, policy and consulting firm headquartered in Lansing, while 834 Design & Marketing is an award-winning integrated communications agency based in Grand Rapids, providing content marketing, communications, public relations, social media, web site design, and special event counsel.

“The real strength of this combined venture is the idea that we are a one-stop shop for clients – 834 Design and Vanguard have the expertise in-house to serve a client’s communications needs in the 21st century,” said TJ Bucholz, President and CEO of Vanguard Public Affairs. “Together, our firms can compete with any other choice in the region, and we’re looking forward to better serving our customers with this innovative new approach to public relations and marketing.”

Vanguard Public Affairs represents a wide array of marquee clients across Michigan and throughout the Midwest in the government, education, nutrition, and energy sectors, among others. It currently provides senior counsel to foundations, philanthropic organizations, law firms, corporations, and regulatory agencies.

834 Design and Marketing’s renowned ‘whatever it takes’ approach brings energy and vitality to every project. By listening to, understanding and interpreting our clients’ vision, 834 crafts compelling marketing strategies to make every penny paid a productive piece of the marketing and public relations investment.

For more information about this venture, visit the partnership’s new microsite – www.vanguard834.com for more information about the firms and their work together.