

February 28, 2019

## DesignRush lists Streng Agency in its top 25 branding agencies in the US

### ***Streng makes the grade when it comes to Consistent Brand Identities!***

**St. Charles, IL. (Dec. 04, 2017)** – Streng Agency, one of the Mid-West’s top ranked full-service advertising and marketing agencies, continues to receive accolades for the marketing and creative work it does in the advertising arena. This particular award adds to a long line of acknowledgements Streng has received over the years from the advertising community.

#### **Building Better Brands**

“We are always excited for the opportunity to do meaningful work for our clients, and it’s even better when we get recognized for our excellent work when doing so,” said Streng President, Peter Schwartz.

Streng was recently ranked in the top 25 listing for agencies that strive to create consistent brand identities. This listing is generated every year by DesignRush and it covers what they consider to be the top-rated agencies that create this consistency for brands. This consistency is a primary consideration when instrumental in growing business successfully and cohesively through the usage of that identity.

This is the first year that Streng has made the listing and they owe it all to their unique approach and process when dealing with a new or re-worked brand identity. It’s true that process is everything when trying to tackle all the elements involved in a complex brand structure. Keeping all the balls in there is key to getting the identity done right. After that it’s all about socializing the new brand and gaining acceptance.

Streng President Peter Schwartz (@peterstreng) commented, “I have always been proud of the results that our team gets for clients. Our focus on driving real business results for our clients in all aspects of marketing and advertising has been our biggest strength through the years. It is exciting to see their talent and hard work receive recognition from industry professionals.”

#### **DESIGNRUSH.COM**

DR.com is a B2B marketplace connecting brands with agencies, they discovered how the best branding agencies build unified brand identities across many channels. These strategies help growing companies capture consumers, increase awareness and recognition, and ultimately improve revenue.

#### **ABOUT STRENG AGENCY**

Headquartered in St. Charles, Illinois, Streng is an award-winning full service advertising agency specializing in conventional and digital marketing for a diverse client base. The work of the Streng team includes clients local, national and international. Learn more at [www.strengagency.com](http://www.strengagency.com), follow [@StrengAgency](https://twitter.com/StrengAgency) on Twitter, follow [StrengAgency](https://www.linkedin.com/company/strengagency) on LinkedIn and Like [StrengAgency](https://www.facebook.com/strengagency) on Facebook.