



Rocketshop Adds Two Team Members to Round out Nimble Roster

Loosely defined roles allow staff to shine, bring fresh innovation to clients' business

Vancouver, Wash. – April 1, 2008 – Rocketshop, a full-service marketing, advertising and branding firm, announced today that it has added Carrie Asby and Jason Love as new staff members. The eight year-old agency eschews job titles in lieu of selecting thinkers, creators, problem-solvers and adventurers to play loosely-defined roles on the overall Rocketshop team. This formula has brought recent, soon-to-be-announced account wins to the firm to complement a client list that includes C-Tran, Riverview Community Bank, Sharp Microelectronics of the Americas and other companies in a variety of industries.

“Rocketshop is founded on the credo of ‘try something different,’ and that has always steered us in the right direction,” said owner Greg Jones. “When you allow a creative team member to contribute to account planning or a former PR exec to sit in on a creative brainstorm – as well as provide an open, relaxed environment for them to shine in their specific areas of expertise – magic can happen. And often does, as gauged by our client satisfaction ratings and the measured success of our brand-building efforts.”

Asby previously worked with Portland-based advertising agency Coates Kokes, where she managed dozens of accounts simultaneously, including Avista Utilities, BetterBricks, Kuni, Metro Recycling, PGE Park and Register Guard. She was also founder and Creative Director for Portland-based Rabbit Rabbit, building branding and advertising campaigns for clients such as Bullard Smith, Forest Legacy Investments, Four Pines Physical Therapy, Salomon US and West Coast Trust. She earned a B.A. in Creative Writing, with a minor in Sociology and Photography, from Linfield College.

Love brings more than 10 years of marketing and public relations experience to Rocketshop and comes to the firm from Portland-based eROI, where he managed marketing campaigns and ecommerce. Previously, he has managed public relations and product launches for Nestlé-owned PowerBar for Stanwood & Partners in Jackson, Wy., and directed PR strategy for security, procurement, voice-over-IP and interactive television clients, including McAfee, for Silicon Valley-based Neale-May and Partners. As a contractor, Love led repackaging of the ...*For Dummies* and *CliffsNotes* book series' and developed marketing and PR campaigns for SkyTel and PricewaterhouseCoopers. He received a B.A. from Humboldt State University in Journalism and Mass Communications and served in the Peace Corps in the Dominican Republic.

About Rocketshop

Founded in 2000, Rocketshop is a creative services firm specializing in advertising, marketing and PR. With an immersive process used to gain quick insight into unique business challenges, Rocketshop delivers solutions that drive commerce. From branding and product messaging, to channel expansion strategies and creative services, Rocketshop offers the end-to-end services our clients need to stay competitive. For more information, visit www.rocketshop.com.

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