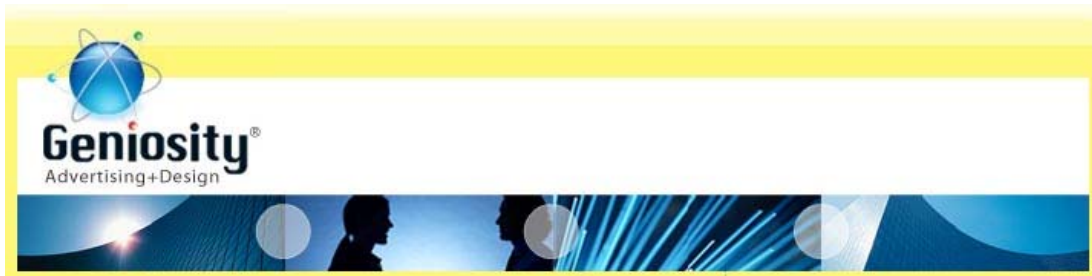


# Geniosity Design and Multimedia Lives Up to Its Name



Released on: July 16, 2008, 9:03 pm

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Industry: [Advertising](#)

**Press Release Summary: Geniosity is living up to its name. The transformation that needs to happen for our clients always does.**

Press Release  
Body: It is a high  
compliment  
when someone  
copies your idea.  
The owners of



**Geniosity Design and Multimedia**, an advertising and web design studio in the Boston area, have experienced this flattery and more. When they created their company in 2000, the word geniosity was something they came up with to describe their advertising and marketing design talent. Since that time, the word geniosity has become more generally used and has even been added to the Urban Dictionary.

*"The name means an ingenious idea" said **Jana White, one of Geniosity's co-founders.** "We get a lot of compliments on it" White*

explained how Geniosity is living up to its name, *"the transformation that needs to happen always does for our clients."* **Geniosity's** talented staff is adept at serving their clients' print advertising, web design and multimedia needs. Recent client success stories include work for Siemens Building Technologies and Samsonite.

**Geniosity** earned the gratitude of Siemens by providing them with a quick turn-around on a 300 page proposal package for Harvard University Building Management Systems. *"The end result was an impressive volume that made a big splash with our client"* said **Allen Sawyer of Siemens Building Technology**. *"This proposal has set the benchmark within our office, and has caught the eye of others within our national organization."*

Samsonite called upon **Geniosity** to help them leverage their brand in JCPenney stores. *"Geniosity worked closely with our in-house Creative Services team and designed a piece that presented a clear, easy to follow, product portfolio story, in a style that showcased Samsonite in an aspirational and elevated way"* said **Susan Simkins, Director of Marketing Communications at Samsonite**.

**Geniosity's** founding partners have over 23 years of experience in marketing, advertising, graphic design and web design. Their clients have included Fortune 500 companies as well as small businesses. **Geniosity** produces original, high-quality, effective design at reasonable rates. They use their design talents to create communication solutions after completing a comprehensive study of a company, its product, and the marketplace. **Geniosity** provides a wide variety of design services, including logo design, product packaging design, marketing collateral design, flash animation and web site design.

**Web Site:** <http://www.geniosity.com>

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